

Patrick Conlan

Integrated Content Creator

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SUMMARY

Multidisciplinary designer with experience in graphic design, UX, and photography, focused on turning complex ideas into clear, engaging visual solutions. Skilled in branding, layout design, and user-centered thinking, with a strong foundation in research, concept development, and visual storytelling.

EDUCATION

B.A. Visual Communications

Ohio University

2007 - 2011 Athens, Ohio

EXPERIENCE

Graphic Designer

MPW Services

2022 - Present Hebron, Ohio

MPW Industrial Services is North America's leading provider of automated industrial cleaning services for power, steel and manufacturing companies.

- Assist marketing team members in integrating, managing, and evaluating MPW's varied communications.
- Create visual, graphic, and video support for internal and external needs at MPW companies.
- Support content needs, i.e., video shoots, photography, promotional support and visuals.

President / Owner

Conlan Cinema

2012 - Present Columbus, Ohio

Freelance Creator in the Columbus area specializing in the area of training materials and documentaries.

- Served over 20+ clients in the development and art industry.
- Improved promotional content effectiveness through conducting market research driven by analyzing data from surveys.
- Gaffing, director of photography to full in-the-field productions using Sony and Canon equipment.

UX Design Project w/ Google education

Pool Snac

Present Columbus, Ohio

Pool Snac is a food delivery app designed from scratch.

- Conducted usability tests with 15+ users to better understand user behaviors and usability patterns on responsive devices.
- Improved front-end performance by through case studies and competitive audits.
- Produced unique web and mobile app solutions to focus on better delivery systems.

SKILLS

Adobe

Indesign

Photoshop

Audition

Illustrator

Premiere Pro

Design

Unit Testing

User Research

Usability Studies

Figma

Competitive Audits

Concept Design

Prototyping

Wireframes

Communication

Customer Relations

Team Leadership

Social Media Marketing

TRAINING / COURSES

UX Design

Google via Coursera - 2022

PROJECTS

Project 72

Hebron, OH

Led the development and production of MPW's first internal podcast, from concept to launch.

The Leader - Company Newsletter

Columbus, OH

Own the design and layout of a company-wide internal publication