

Hey there, my name is Patrick.

I'm a hands-on design and product leader.

I love building collaborative cultures geared around user empathy, thoughtful process, and experiences that are delightful and strategic.

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RECENT EXPERIENCE

SR DIRECTOR / HEAD OF PRODUCT DESIGN

OMADA HEALTH May 2016 - Jan 2020

- Led Omada's first ever product expansion; facilitated cross-organization strategic prioritization, guided eng scope planning, developed roadmap, and guided execution of all design work to an on-schedule launch.
- Managed, mentored, and grew the product design team by 4x while developing extensible recruiting and professional development processes and frameworks.
- Spearheaded the development of Omada's first holistic, cross-platform design system.
- Oversaw Omada's first-ever rebrand, re-imagining and creating coherence across all design elements and touchpoints from sales and marketing through product UX.
- Improved cross-disciplinary collaboration and alignment by creating and evangelizing Omada's first formalized product development process.
- Shaped medium and long term strategy through cross-team workshop facilitation, concept development, annual roadmap development, and creation of scalable frameworks for behavior change.

DESIGN AND PRODUCT CONSULTANT

SELF-EMPLOYED Jun 2010 - Present

- Operated as a design lead and product manager to conduct foundational user research, define product strategy, develop roadmaps, translate founder visions into tangible concepts and presentations, and launch key features.
- Clients range from 2-person seed-stage to large, hyper-growth startups.

ASSOCIATE CREATIVE DIRECTOR

FROG DESIGN Apr 2008 - Aug 2014

- Led multi-disciplinary teams of 4-30 interaction, visual, and industrial designers, engineers, animators, and strategists through the product design process.
- Guided project and development teams through concept development, user research, client workshops, design system development, and detailed design to help clients launch new products and business strategies.
- Led recruiting for the creative team, managed and mentored designers, pitched and won new business, and played a central role in planning studio cultural activities.
- Clients included: Disney Parks & Resorts, 49ers, Chase, GE, Gatorade, and startups

AREAS OF EXPERTISE

EXPERIENCE DESIGN

Skilled at developing frameworks and systems that reflect the users' journey with a product across platforms and touchpoints.

COACHING + MENTORING

Passionate manager and player-coach, adept at helping cross-disciplinary teammates grow and extend their craft and soft skills.

SYSTEMS DESIGN

Proven track record of creating beautiful, intuitive, and extensible visual and interactive design systems and information architectures.

PRODUCT STRATEGY

Experienced at translating multifaceted business needs into visionary concepts, strategic plans, and achievable roadmaps.

STORYTELLING

Effective communicator and public speaker with a track record of translating user and business goals into compelling narratives.

BEHAVIOR CHANGE

Knowledgeable and experienced at applying behavioral psychology methodologies to create personalized and engaging products.

RECENTLY PUBLISHED

TAKING THE "I" OUT OF DESIGN

DESIGNERFUND.COM Dec 2019

An article offering techniques for building a user-centric culture.

DESIGNING FOR BEHAVIOR CHANGE

HANNO.COM May 2019

A podcast interview about the intersection of design, data, and behavioral psychology.

EDUCATION

BSBA, BUSINESS AND ADMINISTRATION

GEORGETOWN UNIVERSITY Jun 2004