Patrick Marich

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I deliver user-centered digital experiences across enterprise and consumer-facing products. My skills include interaction design, visual design, prototyping, UX research, and driving collaboration across business, product, and technical teams to bring seamless solutions to complex problems.

FLEXE — Sr. UX Designer, 2019–2022; Principal UX Designer 2022–Present
- Led the unification and growth of a Warehouse Management platform with a singular, user-centered vision, streamlining the company's service model and opening the business to new Freight opportunities (64% of U.S. market share in 2024)
- Defined and evangelized a unified UX vision across mobile and desktop platforms, aligning product, engineering, and operations teams around a flexible interaction model, scaling across hundreds of warehouse operations
- Built and normalized a UX team, developing vertical owners and UX ambassadors across product domains

Disney (ABC) — Sr. UX Designer, 2015–2019
- Owned UX strategy and execution for digital platforms across ABC's eight local news stations, including: web, mobile apps, and OTT
- Drove innovation in news and digital technology, including: responsive optimization of content, VR web experiences, mobile web-apps for reporters in the field, and expansion into media consumption on new platforms (social media, Apple News, Alexa, etc.)
- Collaborated on the foundations of a design system to function across all of Disney's digital brands, including ESPN, ABC Television and News products, Marvel, Lucas Films, and the core Disney properties

RealNetworks — UX Designer, 2012–2013; UX Lead 2013–2015
- Owned and iteratively improved the flagship website and conversion funnels, including spearheading the company's first responsive web experience
- Created and maintained design systems across multiple brand cycles and campaigns

Other Professional UX Experience
Amazon RCX, Wishlist, and International Properties – Intern, 2011; BigTip.com, Coupon website and emails — UX Design 2011–2012

Education
University of Washington, BA in English and Cert. in Human Centered Design & Engineering
Seattle Central Community College, Cert. in Web Design & Development