

Robbie Patterson

UX/UI Designer & Frontend Developer | robbie@robbiepatterson.com | [Portfolio](#) | [LinkedIn](#)

SUMMARY

UX/UI Designer and Frontend Developer with 7+ years designing and building production interfaces end to end, from Figma concept through shipped, responsive code. Known for sharp visual craft, strong typography and layout instincts, and clean HTML, CSS, and JavaScript implementation. Comfortable owning a project solo across design, brand, and build, or leading a team through it, including directing three developers through a full delivery cycle. Delivered an average ~60% conversion improvement across freelance eCommerce and service clients through UI decisions grounded in user behavior.

SKILLS

Design & UI: Figma, Adobe Illustrator, Adobe Photoshop, UI/UX Design, Design Systems, Component Libraries, Typography, Visual Hierarchy, Brand Identity, Responsive Design, Accessibility (WCAG)

Frontend Development: HTML, CSS, JavaScript (ES6+), Webflow, React, Next.js, TypeScript, Tailwind CSS, Cross-Browser & Performance Optimization

Platforms & Tooling: CMS-Driven Builds, Third-Party Integrations, Git, Figma-to-Code Handoff, Linear, Jira, Cursor, Claude Code, Midjourney

EXPERIENCE

Frontend Developer & UI Engineer — Wayward *Remote | Feb 2024 – Jan 2026*

- Translated Figma designs into clean, accessible, production-ready interfaces for high-profile media clients including CNN, Rolling Stone, and NBC.
- Led a 30-day frontend overhaul in HTML, CSS, and JavaScript that improved load performance by ~50% and accelerated partner onboarding.
- Owned features end to end from design through implementation, maintaining a component-based architecture for consistency and speed.
- Directed a cross-functional team of three developers through full delivery cycles, shipping an AI content tool that sped up editorial workflows by over 50%.

UX/UI Designer & Frontend Developer — Cactus Marketing *Remote | Feb 2022 – Feb 2024*

- Hired as a UX/UI Designer and became the primary frontend builder, delivering Webflow applications with gated content, CMS-driven pages, and third-party integrations.
- Designed and built reusable UI component systems that standardized delivery and improved consistency across multiple client projects.
- Haller AI: defined brand identity, UX strategy, and web experience, then designed and built a full Webflow application to support the product launch.
- Sapien, Matador, TDJ Law, and others: redesigned marketing and product sites, improving performance, accessibility, and design consistency through component libraries.
- Led a large-scale CIRA (.ca) CMS migration, building a Python automation tool that cut manual publishing time from 1-2 hours to ~15 seconds per article.

UX/UI Designer — Freelance *Remote | Apr 2020 – Present*

- Improved client conversion rates by an average of ~60% through strategic UI improvements and user-centered design decisions across eCommerce and service businesses.
- Designed and delivered end-to-end digital experiences, including full page builds, user flows, and reusable component libraries.

UX/UI Designer & Webflow Developer — NFT Contractor *Remote | 2021 – 2022*

- Designed and developed high-traffic Webflow sites for NFT launches, supporting mint events and community growth under tight deadlines.
- Built complete brand systems including logos, typography, color palettes, and UI components, then translated Figma designs into responsive, production-ready builds.

UX/UI Designer Intern — RealtyShop.ca *Remote | Apr 2021 – May 2021*

- Designed complete real estate marketing packages, including custom property websites and visual identity systems, delivered under tight deadlines.

EDUCATION

Diploma, Interactive Media Design — Durham College

GPA: 4.85 / 5.00 — Top Graduate, Dean's List / Honour Roll every semester