

ROBBIE PATTERSON

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Toronto, ON • Canadian Citizen — USMCA (TN) Eligible

UI/UX DESIGNER & FRONT-END DEVELOPER

UI/UX designer and front-end developer with **5+ years** crafting high-performance, conversion-focused web experiences from Figma through to shipped code. Background spans customer-facing eCommerce, internal operational dashboards, and SaaS platforms. Comfortable working directly in **native JavaScript, jQuery, HTML/CSS**, and templated environments — designing lean, purposeful interfaces without relying on heavy front-end frameworks. Equally strong in visual design craft and hands-on implementation.

SKILLS

Frontend: JavaScript, jQuery, HTML5, CSS3, Responsive Design, AJAX/XHR, Accessibility (WCAG)

Design: Figma, Adobe Suite(Photoshop, Illustrator, InDesign), UI Systems, Prototyping, Conversion-Focused UX, Typography & Layout

Backend & Platforms: PHP, Python, Node.js, REST APIs, PostgreSQL, Webflow, Wordpress

Performance & SEO: Asset optimization, page speed(50% load time improvement at Wayward), lean build practices, semantic HTML

PROFESSIONAL EXPERIENCE

Full Stack Developer | Wayward | New York, NY, Remote

Feb 2024 – Present

- Built core tooling (**HTML/CSS/JS/JQUERY**) and backend foundations (**Django APIs**) supporting a valuation increase and contributing to Wayward's 2025 acquisition.
- Shipped AI-driven integrations through backend services/APIs, removing workflow bottlenecks and reducing manual processing.
- Delivered a 30-day front-end refresh improving load speed **50%** and accelerating partner onboarding.
- Built scalable features across **React/Next.js** UIs and backend APIs; owned CI/CD via GitHub Actions..

Cactus Marketing | UX/UI Designer -> Full Stack Developer | Ottawa, ON, Remote

Feb 2022 – Feb 2024

- Started in UX/UI and quickly became the go-to for product-like Webflow builds—shipping gated areas, CMS-driven pages, and third-party integrations for launches.
- Built a custom Python automation engine for CIRA migrations, cutting manual data entry from **90 minutes to ~15 seconds per record**.
- Led the full-stack build of **Haller AI**, an auth-gated SaaS platform with complex CMS collections and multiple third-party API integrations.
- Partnered with CIRA to set up a production-ready **CI/CD pipeline** and **dev/staging environments**, enabling reliable **auto-deploys** and faster iteration cycles.
- Built reusable UI component systems / patterns to standardize delivery across multiple client builds.

RealtyShop.ca | UX/UI Designer Intern | Toronto, ON, Remote

Apr 2021 – May 2021

- Created complete real estate marketing packages, including custom websites and supporting listing assets.
- Designed property-specific site layouts tailored to each listing and agent brand, with consistent visual polish.
- Developed visual identity systems aligned to each property's positioning and target market.
- Delivered high-quality design assets under tight timelines to support time-sensitive listings.

Freelance | UX/UI Designer | Toronto, ON, Remote

Apr 2020 – **Present**

- Improved client conversion rates by an average of **~60%** through strategic UI improvements and user-centered design decisions.
- Designed and delivered end-to-end digital experiences—pages, flows, and reusable component libraries—across a wide range of industries.

EDUCATION

Diploma, Interactive Media Design — GPA: 4.85/5.00 (Top Graduate, Dean's List/Honour Roll — Every Semester)
Durham College, Ontario, Canada