

Pat Smith.

Product designer who codes · Growth and design systems

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Six years at vidIQ, a YouTube growth platform, designing the onboarding, checkout, and upsell flows creators pay through, and **keeping the design system honest**. Two decades of ecommerce and web before that, designing and building for clients on Shopify, Magento, and WordPress.

EXPERIENCE

Product Designer · patsmith.design

2026 to now · Remote

Contract product design for growth: onboarding, checkout, and landing pages, **carried from design into working code**.

Product Designer · [vidIQ](https://vidiq.com)

2020 to 2026 · Remote

Designed plan pages, upsells, checkout, onboarding, and channel authentication, plus product features.

Built the **design system** with product and engineering: color tokens, shared components, accessibility, light and dark mode.

Built an AI design-generation workflow so marketing could ship on-brand landing pages on their own.

Prototyped UI in the web app and design-system codebases with AI tools, opening PRs for engineering to review and ship.

Ran A/B experiments on signup and upgrade funnels in Amplitude, using session recordings to decide what to test and what to just fix.

Animated the onboarding welcome video in Rive, from a storyboard built with design and growth.

Independent Designer · [Designer Who Codes](#)

2012 to 2022 · Remote

Designed and built ecommerce stores, custom CMS, and web apps for clients including TubeBuddy, VidCon, Way Basics, CYTIES, SimplyWin, and Sevenly: storefronts to dashboards to product UI.

Senior Designer · [Caliber Media Group](#)

2006 to 2011 · Santa Ana

Shipped websites, online stores, landing pages, and web apps for agency clients: Banc of California, TYR, Schuberth, and the Motorcycle Industry Council.

Co-built the agency's reusable front-end template system and worked across its in-house ecommerce platform and email campaign system.

Creative Director · [Child Development Inc.](#)

1999 to 2006 · Irvine

Pitched and built the company's website, then formed and ran its first in-house creative team for brand, print, and web across four California regions.

Led creative direction, design production, vendor coordination, and the company's earliest web projects.

SKILLS

Product Design · Design Systems · Interaction Design · Onboarding · Paid Flows · A/B Testing · User Research · Usability Testing · Prototyping · Growth · Front-End (HTML, CSS, Tailwind) · AI Prototyping (Claude Code, Cursor) · Figma · Motion (Rive)

EDUCATION

California State University, Northridge

Fine Arts, Graphic Design

Platt College, Newport Beach

Design and Visual Communications