

Pat Smith

Product Designer who codes, Growth & design systems

Temecula, CA hello@patsmith.design patsmith.design linkedin.com/in/patsmith-design

Recent product and growth work at vidIQ (onboarding, upsells, checkout, design system). Designs and prototypes UI in the codebase, then hands off to engineering by PR. Deep background building ecommerce and web for clients on Shopify, Magento, and WordPress.

EXPERIENCE

Product Designer vidIQ

2020–2026 · Remote

Designed onboarding, upsell, and checkout flows, plus product features.

Helped rebuild the design system and keep the UI consistent across the app.

Prototyped UI in the codebase with AI tools, opened PRs, and handed off to engineering.

Worked with product, engineering, growth, and marketing through QA, launches, and iteration.

Independent Designer Designer Who Codes

2012–2020 · Remote

Designed and built ecommerce and sites for clients including WayBasics, CYTIES, and Sevenly.

Worked across Shopify, Magento, WordPress, custom CMS, landing pages, storefronts, and front-end builds.

Senior Designer Caliber Media Group

2006–2011 · Santa Ana

Designed and built websites, online stores, landing pages, and web apps. Client work included Banc of California, TYR, Schubert, and the Motorcycle Industry Council.

Creative Director Child Development Inc.

1999–2006 · Irvine

Built and ran the company's first in-house creative team for brand, print, and web.

SKILLS

Product Design	Onboarding	Growth
Design Systems	Paid Flows	Front-End (HTML/CSS)
Interaction Design	A/B Testing	Figma

EDUCATION

California State University, Northridge

Fine Arts / Graphic Design

Platt College, Newport Beach

Design & Visual Communications