



PATTY  
BORGMAN

## CONTACT

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## PORTFOLIO

pattyborgman.com

## EDUCATION

BFA in Visual Communication Design,

Concentration in illustration.

University of Dayton, Dayton Ohio.

## AWARDS

2015 & '14 National Law Journal Best Table of Authorities Drafting Software, Lexis for Microsoft Office

2015 Best of The National Law Journal, first-place, CaseMap

2015 & '14, The Legal Intelligencer, Best Online Legal Research Provider, Lexis Advance

2013 Stevie Award Winner, LexisNexis Smart Meeting

2011 CODiE award finalist, Lexis for Microsoft Office

2010 CODiE award finalist, Lawyers.com

2010 CODiE award finalist, martindale.com

October 2007 Jersey of the Month, Bicycling Magazine

2003 CUES Best of Show

Texas Interactive Media Achievement Award

Communicator Award: Crystal Award of Excellence in Marketing

Communicator Award: Crystal Award of Excellence in Graphics

# DESIGN ILLUSTRATION

## OVERVIEW

Creative and versatile graphic artist with over 20 years experience in web, mobile, multimedia and print design and illustration. Successful history of working on projects offsite. Exceptional collaborative and communication skills. Accustomed to performing in deadline driven environments with an emphasis on working within budget requirements.

## EXPERIENCE

### LexisNexis

Senior Visual Designer: Construct visual design for web, mobile and desktop applications. Translate wireframes into effective, accessible and responsive user interfaces. Use feedback from user testing, focus groups, and user analytics as well as UX best practices, to fashion designs that address customer imperatives and improve the customer experience.

Collaborate with business stakeholders, project managers, engineers, and technical writers to ensure a cohesive project plan. Take part in product planning sessions to aid in determining project deliverables and time lines in agile environment.

Built and maintained design deliverables to be used as a base for a global visual design program. These design building blocks are referenced and used company wide by visual designers, product designers and web developers. Helped to create a visual style guide to ensure the integrity and compliance of the global design.

Acted as visual design compliance lead, participated in design reviews to evaluate the integrity of design concepts and maintain strict brand identity standards.

OCTOBER 2007 - PRESENT

### Freelance Projects (selected)

Conducted a competitive heuristic evaluation for the user experience of a computer manufacturer's ecommerce site and those of its major competitors.

Produced creative for ad campaigns. Illustrated and designed posters, brochures, banners, flyers, direct mail pieces, billboards, and in store displays.

Created officially licensed college mascot designs for t-shirts.

Illustrated and designed sales and e-learning application for Convergys

Created a series of educational Flash animations for Fusion Learning Systems and Holt, Reinhart and Winston.

Illustrated and designed Award winning line of bicycling jerseys for Retro Image Apparel.

Animated jumbotron commercial for University Federal Credit Union to be aired during University of Texas football games.

Illustrated an extensive line of Christmas cards for the Texas and Florida markets.

Freelance Clients: Kall Consulting, Kent Designs, Billy Tees, GoGo Creative, Sandy Shores Artwork, Retro Image Apparel, Concepts Unlimited, Convergys, Fusion Learning Systems, Fox Motors, Mazer, Epilepsy Council of Cincinnati, The Austin Angler, Bishop Leibold School

AUGUST 1999 – SEPTEMBER 2014

### Top Drawer Productions

Illustrator, Animator, & Designer: Produced original illustrations, animations, and designs for e-learning applications targeted at children through adult audiences. Worked with teams of instructional designers, subject matter experts, and developers to turn business objectives into original interactive products that supported and enriched learning.

Developed company logo, paper system, digital assets, and marketing products, including direct mail and award winning demonstration CD.

Art Director: Reviewed and critiqued artwork, managed graphic production schedules and acted as liaison with the client, Macmillan/McGraw-Hill, for the Spanish/English CD-ROM series Con Ton Y Son.

MAY 1995 - AUGUST 1999

### Austin Community College

Instructor: Developed curriculum for an upper level class in digital illustration. Emphasizing design principles, visual concepts, and illustration techniques using Photoshop, Painter, and Illustrator.

AUGUST 1997 - DECEMBER 1997