Patrick Seibold
Product Designer

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After studying advertising and fine-art photography, I spent nearly a decade in Michelin-starred kitchens. Now through product design, I am exploring yet another way humans understand and seek to be understood.

Experience

UX Designer
Learn From A Chef

Remote contract
April 2020

- Collaborated with the founder to improve chef instructor retention by designing a class management system and standardized a curriculum framework, effectively saving instructors hours of their time
- Redesigned website with sketches, storyboards, user flows, and mockups
- Utilized research reports, interpreted analytics, conducted interviews and made prototypes

Chef De Cuisine
Vicia

St. Louis, MO
November 2016 - November 2019

- Designed systems for staff communication, inventory management and purchasing, and daily operations.
- Recruited and mentored a team of 20
- Awarded head of menu development, executing creative concepts that changed daily while keeping food costs below 20% and food waste at nearly 0%
- Oversaw supply chain management, from defining specs with farmers on what to grow and how to grow it to negotiating ingredient prices and validating the quality of the supplied goods
- *Awarded: Sauce Magazine - One to Watch 2018, James Beard Fondation - Best New Resaurant 2018*

Projects

Product Designer
Rotate

October 2019 - Present

Rotate is an app that helps people find sustainability-focused restaurants, with the ultimate goal of increasing transparency of ingredients used and incentivizing more restaurants to support sustainable farming.

- I worked on market research, user research, UI/UX design, and user testing during the span of the product's development.

Product Designer
Savr Recipes

May 2020

Savr Recipes is a new startup that helps people find and cook new recipes at home.

- I worked on research synthesis, ideation, user stories and flows, wireframing, interface design, prototype development, and user testing.

Education

Springboard
Certificate in User Experience Design
2020

Washington University in St. Louis
Bachelor of Arts in Advertising and Design
2004 - 2008

Skills

Prototyping	User Interviews	Sketch	Photoshop
Wire framing	Usability Testing	Figma	Illustrator
Mobile Design	Heuristic Evaluation	Adobe XD	InDesign
Web Design	Journey Mapping	Invision	HTML & CSS