# Patrick Teall

Product Designer

patrickteall.com
p.teall25@gmail.com
+1 (219) 252-5767
LinkedIn

## Summary

Product designer specializing in B2B SaaS and complex enterprise workflows. Founding designer at a workforce operations SaaS, led 0-to-1 products supporting $2M in ARR from research through launch. Combines product strategy, systems thinking, and AI-assisted design to make high-stakes workflows intuitive and more efficient.

## Experience

### Independent / Product Designer

May 2025 – Present, Sunnyvale, CA

- Designed and built an agentic workforce operations platform that automates dispatch, time tracking and invoice reconciliation. Translated complex operational rules into clear user flows. Reduced setup time by 80% compared with manual workflow from prior user research.
- Defined responsible AI patterns, including agent handoffs, failure recovery, and human approval for high-risk actions. Built the functional prototype in Next.js and used Claude to accelerate research synthesis and product iteration.
- Prototyped a conversational marketplace that translates user intent into discovery, negotiation and order-management flows while preserving buyer and seller context.

### Elements Connect / Founding Product Designer

Jun 2023 – Apr 2025, Mahwah, NJ

- Founding designer at a workforce operations B2B SaaS. Partnered with product, engineering, and executives to define product priorities and take ambiguous concepts from discovery through launch. Mentored a design team of 3 through weekly design critique and feedback.
- Architected the WCAG-aligned design system adopted by multiple product lines. Defined component behavior and UI specifications. Partnered with engineering through design reviews to ensure quality across products.
- Led a 0-to-1 cross-channel workforce display CMS from discovery through launch, providing transparency for worksite operations. Deployed across 3 large manufacturing plants. Reduced missing timesheet data by 60% and supported $2M in new ARR.
- Redesigned the core staffing platform, simplifying planning, allocation and reconciliation workflows, reducing workforce allocation time by 40% and invoice reconciliation time by 33%.
- Led design of a manufacturing B2B marketplace for trading surplus materials. Conducted 10+ usability tests and translated findings into product iterations. Launched to beta with 100+ transactions across 20 design partners.

### Freelance / Product Designer

Jun 2021 – Jun 2023, Remote

- (Client: ComKardia) Designed the clinical workflow for an AI cardiac imaging platform to support stent placement decisions. Conducted user research with clinicians, refined decision sequencing through iterative prototypes. Delivered design for pilot and clinical validation trials.

### Purdue Envision Center / UX Designer

Feb 2016 – May 2021, West Lafayette, IN

- Led user research and interaction design across responsive web, mobile, and immersive experiences for research and government clients, including NASA and OSHA.
- Designed VR worksite-safety training for OSHA, worked directly with government stakeholders, and contributed to 3 contracts from the U.S. Department of Labor.

## Education

### Purdue University

MS in UX Design

Dec 2020, West Lafayette, IN

### Purdue University

BS in Computer Graphics

May 2016, West Lafayette, IN

## Skills

### Design

Product Strategy
0-to-1 Design
Rapid Prototyping
Interaction Design
Information Architecture
Design Systems
User Research
Usability Testing
Journey Mapping
Accessibility

### Collaboration

Agile/Scrum
Cross-Functional Alignment

### AI

AI-assisted Design
Agentic Workflows
Conversational UX
Human-in-the-loop Systems
Failure Recovery
Responsible AI

### Tools & Development

Figma
Claude Code
Codex
Next.js
React
HTML/CSS/JS

Work Authorization: US citizen