

KALPESH S. PATEL (KP)

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SENIOR DESIGN MANAGER

Experience Design Manager contributing to digital product design efforts and resolving complex business challenges on large-scale projects. Over 20 years of experience as a resourceful subject matter expert (SME) for web and graphic design, and corporate brand management for web, print, video, motion graphics, and electronic content. Integral member and supervisor of the Training/Digital UX team, evangelizing a user-centered design philosophy and lean, agile design process.

AREAS OF EXPERTISE & TECHNICAL SKILLS

Team Building/Mentoring	Matrixed Environment	Component-Based Design
Management & Supervision	Mobile Web/Desktop Design	Records Management
User Needs Assessment	Application System Design	Responsive Web Platforms
User-Centered Design/User Advocacy	Wire Framing/Prototyping Tools	Cross-Functional Collaboration
HTML / CSS	Agile/Lean Software Development	Performance Goals
Quality Assurance	Digital Product Design	UI/UX Strategies
File Deployment/Servers/Analytics	Video Color Correction/Video Compression	4K Video Editor/3D Art Elements

PROFESSIONAL EXPERIENCE

ABBVIE (ABBOTT LABS) – North Chicago, IL

2011 – Present

Creative Technology/Front-End Development & Multimedia Specialist

- Driving force for implementing standard guidelines for AbbVie brand icons and consistent corporate branding through visual identity elements including color palette, typography, and graphics design.
- Developed websites using Photoshop, Illustrator, Dreamweaver, Adobe XD, After Effects, Premiere, and 3D artwork.
- Designed and developed a global website for Global, Records Management, Travel, Fleet, and Global Corporate Card Program. Built trusting relationships and partnerships and collaborate across multiple marketing channels.
- SME for optimal solutions for eLearning/web graphics, training software, and management of large training content data for website hosting.
- Technical SME for Women Leaders in Action and Asian Leadership in Action internal teams.
- Present visual design solutions, innovative ideas, and vision across unique projects and during project support.
- Create web forms using Microsoft InPath for records, storage, retrieval, lab notebooks, and Contact Us pages.
- Microsoft SharePoint, Online 0365 Site Collection Administrator for over 25 sites in Records Management, Fleet, Travel, Corporate Card program, and AbbVie Treasury Support Services.

Highlights:

- ▶ Saved over \$80K in departmental cost per year by implementing in-house custom forms for websites.
- ▶ Updated and minted AbbVie/Abbott Records website in .net interment using MKS Integrity.
- ▶ Improved productivity and consistency by creating templates ready for production using CSS, HTML, and JavaScript.
- ▶ Increased user interface performance by conducting testing and running analytic reports using Google Analytics to analyze business needs.
- ▶ Led execution of global Records Retention Schedule on Records Management website impacting 75 countries and 90K employees, and critical Web Record SME for IT and business units to meet business needs.

UNI CONSULTING – Des Plaines, IL

2008 – 2011

Sr. Creative Technologist

- Led analysis of design elements for digital learning and mentored new team members in professional development.
- SME for liver webcasts for events and on-demand solutions for global audiences, using Live Stream hardware/software for live global broadcasts, and maintaining a digital library of over 500,000 assets.
- Supported graphic design support for web development department using HTML, ASP, XML, JavaScript, and MS Access.
- Applied advanced knowledge of After Effects and Premier cross layering in developing rich 4K video background and image design for 4K LED video projection backgrounds during live events and 100 foot long timeline print design.

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Resume - Page 2

UNI Consulting - Continued

Highlights:

- ▶ Saved money and uncovered cost-effective solutions for long-term data archiving and server security for multiple user worksites by developing and maintaining relationships with multiple vendors.

ABBOTT LABS - DIAGNOSTICS – Abbott Park, IL

2004 – 2008

Front-End Web Developer & Graphic Designer – Marketing & Communications

- Supported new product launch for US Brand Marketing and Sales Excellence on the web, training, FDA-cleared products, corporate events, Internet, Intranet, and other communications promoting Abbott Diagnostics brand.
- Maintained regulatory-compliant graphics and updated Intranet and Extranet, using ColdFusion, Vide, HTML, Flash Action Script, and CSS development for www.abbottdiagnostics.com.
- Designing visual communication (layouts, art elements, illustrations, photographs) for use in collateral materials, newsletters, and advertisements, maintaining brand consistency.
- Professionally retouched and color-corrected image assets to accurately represent Abbott products and messages.
- Edited video with After Effects, Premiere, Encore, and Sorenson Squeeze for diagnostics industry events like AACC.

Highlights:

- ▶ Played a pivotal role in developing the Financial Dashboard Reporting System for Abbott CEO and Diagnostics Divisional President
- ▶ Prepared quarterly earnings web reports accounting for approximately \$1.3B in yearly earnings.
- ▶ Collected financial data from global areas in America, EMEA, and JPAC, creating graphical reports for growth and risk management per product and disease state.
- ▶ Consultant for new projects including database design and prototyping with Photoshop, HTML, and ColdFusion.
- ▶ Improved corporate branding by collaborating with Abbott Web Governance Team to apply website standards for corporate branding at 800 companywide sites, including 300 external sites.

Additional experience included Web Graphic Designer and Front End Web Developer for Major Enterprises, Inc., Niles, IL, Lead Graphic Designer, and eLearning, Business Pro Communications, Rosemont, IL, and Graphic Designer/Intern for John Crane, Morton Grove, IL.

EDUCATION

Bachelor of Fine Arts – Multimedia & Web Graphics Design

The Illinois Institute of Art of Chicago/Schaumburg, IL

Honor Roll Achievement Awards President's and Dean's List, 2003

Associates in Applied Science, Graphic Design

The OCC of Des Plaines, IL Graduated with honors, 2000

ADDITIONAL INFORMATION

Patent Holder (2): Cyber Security System for Hardware and Software Methodology in Network Security Firewalls USPTO (the United States Patent and Trademark Office) 2016 and 2019, Patent Numbers: 9471288 and 10719622.