

Patrick Colligan

Senior Designer, Brand + Product Systems · EverCommerce

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I started in graphic design and grew into product systems. That path gave me something most product designers don't have, real visual craft. I know how to build design systems that engineers actually ship from, keep brand consistent across complex product ecosystems, and make the whole design org more effective through clear process. For the past four years I've worked at the intersection of brand and product at EverCommerce. Now I'm looking for a role where that combination is an advantage, not an afterthought.

EXPERIENCE

Senior Designer

EverCommerce · EverHealth 2021 – Present · Remote

EverCommerce is a portfolio of vertical SaaS brands. I sit on the brand and creative team at EverHealth where the work crosses brand and product. I built the design system covering EverHealth and its subsidiaries and wrote the SOPs the entire design org runs on.

- Built Marrow from scratch, a single token-driven design system covering EverHealth and its subsidiary brands (DrChrono, Updox, CollaborateMD, and iSalus), replacing five disconnected component libraries. Cut development time by 25% and improved cross-team consistency by 50%
- Led end-to-end rebrand for Socius Marketing, an EverCommerce subsidiary, delivering a new visual identity, design system, and brand rollout across digital and print touchpoints.
- Wrote the design SOPs for the entire EverHealth design org, standardizing process across teams and reducing onboarding time for new designers
- Partnered directly with engineering on specs and handoffs across EverHealth to keep brand consistent at every touchpoint, from marketing to in-product UI
- Built the EverHealth microsite from scratch, including homepage, contact, and blog pages, establishing the brand's first web presence.
- Ran brand audits and creative reviews across product, marketing, and leadership. Findings adopted as design strategy across multiple product lines
- Managed three junior designers with a review process that improved output consistency by 40% and cut revision cycles in half
- Used Cursor and Claude to compress concepting and documentation cycles from weeks to days

Senior Designer

Stickley Furniture 2020 – 2021 · Manlius, NY

Stickley had strong brand recognition but fragmented execution across web, print, retail, and events. No system, just files. The job was to build a coherent visual language without slowing down a fast-moving production schedule.

- Built a unified visual system across web, email, digital signage, and advertising, standardizing brand execution across all customer touchpoints for the first time.
- Worked with leadership on creative direction and concept development. Stakeholder alignment improved 25% and projects moved faster
- Delivered every project on time and 15% under budget while staying flexible when scope changed

Graphic Designer

Stickley Furniture 2016 – 2020 · Manlius, NY

Four years of designing everything from weekly email campaigns to national print ads. This is where I built my production discipline and learned what it takes to maintain a visual standard at volume.

- Designed all digital content for social and email across a 50,000+ subscriber base. Ad impressions in national publications grew 20%

- Owned website and in-store display content. Kept it current, on-brand, and tied to what retail and marketing actually needed

EDUCATION

Master of Professional Studies, User Experience Design

Maryland Institute College of Art · GPA 3.969

Bachelor of Arts, Computer Art

SUNY Oneonta

SKILLS

Design & UX UX Design, UI Design, Interaction Design, Visual Design, Information Architecture, Wireframing, User Flows, Prototyping, Accessibility (WCAG), Responsive Web Design, Mobile App Design, Microinteraction Design, User Research & Usability Testing, Product Strategy, Design Leadership, Stakeholder Management

Systems & Strategy Design Systems, Component Libraries, Design Tokens, A/B Testing, Metrics-Driven Design, Conversion Rate Optimization, User Research Synthesis, Systems Thinking, Design Operations

Tools & Platforms Figma, FigJam, Adobe Creative Suite, Miro, Webflow, Notion, Confluence, Jira, Asana, UserTesting, Slack

AI & Prototyping Cursor, v0, Lovable, Claude, ChatGPT