

Brendan A. Fitzpatrick

I love a gnarly product problem — and the team it takes to crack it.

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Location Chicago, IL

• Available now for freelance • Chicago hybrid or fully remote

SUMMARY

User-experience strategy and design leader for enterprise platforms, fintech, and consumer products. I take fragmented organizations to unified outcomes — bridging design, engineering, product, and customers around shared goals — and pair experience strategy with data-driven customer acquisition and retention, evidenced by metrics like 2× conversion to paid, 20% NPS lift, and \$7.94M MRR contribution.

RECOGNITION

IBM Corporate Technical Award

Platform Unification Project

IBM Outstanding Technical Achievement Award

Platform Unification Project · Partner Center | Sell

2019 Stratus Award for Cloud Computing

IBM Cloud platform team

2014 J.D. Power CSAT Award

Discover Card — contributing team

Shorty Awards (×2)

Discover Gift & Get · KFC #couchgating

THOUGHT LEADERSHIP

Organizational Termites

2021 IBM Spark Design Talk

Data-Driven Design & Behavioral Economics

SoftServe Design Summit · Lviv, Ukraine

Adjunct instructor

Chicago Portfolio School · Austin Community College

Cohort coach

IBM _Patterns

EXPERIENCE

IBM Cloud — platform, growth, partner ecosystem

2015 — December 2025

Design Principal · Design team lead

- **Originated and led design for Platform.next**, IBM Cloud's strategic refresh delivering opinionated, customizable, cloud-as-code solutions for regulated enterprise teams. Grew from a designer-led side project (Penumbra → Project T → Voltron) into the platform's current operational model.
- **Led design for the Platform Unification Project (PUP)**, bringing SoftLayer Control Portal and IBM Cloud console into one experience for IaaS + PaaS customers. Three internal awards plus the 2019 Stratus Award for Cloud Computing.
- **Led design for Partner Center | Sell**, the ISV onboarding engine that replaced Resource Management Console. Cut partner onboarding from 6–9 months to 6–8 weeks; contributed **\$7.94M in monthly recurring revenue**.
- **Catalog & Catalog Management** — supported a **\$63M three-year IBM Cloud deal with American Airlines**; onboarded 73 vendors and ~400 products to the catalog.
- **Cross-functional growth squad — data-driven customer acquisition and retention: 2× conversion to paid accounts, 20% NPS increase**, and a significant jump in IBM Cloud's Gartner score.
- **Cultural contributions**: co-authored the IBM Cloud Experience Principles; founded Teeny Tiny Talks, IBM Cloud TV, and Personal Playbacks.

FCB Chicago — digital product practice

2010 — 2014

Director of User Experience · Principal Information Architect

- **Won Discover Financial Services on a UX-led pitch**; led UX and IA across Discover Card, Bank, Network, and Student Loans on web, iOS, and Android.
- **Ground-up native rebuild of Discover Card's mobile app**. Average review across platforms moved from 2★ to 4★ within weeks. Contributed to Discover's **2014 J.D. Power Credit Card Customer Satisfaction Award**.
- Information architecture and strategy across **Aramark, Boeing, Sharpie, Valspar, Diners Club, KFC, Motorola, Taco Bell, Tombstone Pizza, Volkswagen, Blue Cross Blue Shield of Florida, Dow, and MilkPEP**.

Hot Doug's Encased Meat Emporium — the sausage king of

2009 — 2014

Chicago

Self-appointed (then paid) social media

- Grew *@hotdoug*s on Twitter from 0 to **30,000 followers** tweeting Doug Sohn's daily specials. Credited in a published book; helped with a documentary. Christmas Eve envelope of cash. *Life is funny sometimes*.

INDIE PRODUCTS & PARTNERSHIPS

Cyrano

Indie · Flutter

On-device ambient curiosity companion — Whisper + Gemma run locally, no cloud.

Static Radio

Indie · Flutter

Synced podcast-radio — every listener hears the same audio at the same second.

Loom

Indie · Flutter

Local-first tactile notes app — a vertical card pile, not folders.

AI-ASSISTED PRODUCTS

Emoji Composer

Indie · Web

Mario-Paint-inspired emoji
sticker composer.

Best Practice

Partnership

Design & experience consultancy.

BARF GARDEN

Partnership

Creative collective.