pbn
Patricia Begley-Nelson

Innovative Product Designer with over 10 years of experience crafting user-centric solutions.

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professional experience

Principal, Product Design & Team Lead at Lantern Studios June 2021 – Present
Directing product design strategy at Lantern Studios and leading a team of 10 designers and product owners, we deliver user-centric solutions and advocate user-centric solutions for all engagements. I leverage my leadership and mentoring skills to facilitate workshops, guide testing efforts, and propose UI designs and actively share insights, coach and mentor team members, and provide recommendations to clients, fostering a culture of continuous learning and knowledge sharing.

In addition to my role in user-centric solutions, I contribute to business development activities. This involves shaping sales strategy, participating in project estimation, delivering compelling sales presentations, and creating persuasive proposals while educating stakeholders on the value of UX principles.To ensure a user-centric approach, I conduct various activities such as focus groups, user interviews, surveys, storyboarding, sketch noting, and visual design. My leadership extends to these tasks, where I not only execute but also guide and train teams, ensuring a cohesive and effective process in delivering user-centric products.

Rich Media Development Team Lead & User Experience Designer at Government of Alberta, Ministry of Education August 2013 – June 2021
Team Lead and mentor to cross-functional team of designers, I managed HR duties, directed incoming projects and art directed the development of design concepts including internal sites, online learning applications and communication pieces. Worked alongside developers and architects to create an online curriculum application for teachers across Alberta.

education

Bachelor of Design | University of Alberta 2006
Throughout this program, original thinking, visual sophistication, cultural sensitivity, and social responsibility were explored. I discovered and learned conceptual thinking and methods for the design of visual communications.

Design & Exhibit Presentation Diploma | MacEwan College 2001
While learning to balance creative solutions with market needs by applying the principles of design to a built environment, exhibit design, on-site marketing, point-of-purchase design, and product presentation were the different areas that were explored in this program.

certifications

IDEOU Human Centred Service Design April 2023
Service isn't just a transaction; it's the juncture where an organization connects with the world. This course taught that navigating the terrain of exceptional service is no small feat, yet the key lies in embracing design thinking. It's about delving into the intricacies of human needs, taking a comprehensive view of every customer interaction, and persistently refining your approach.

Akendi CXR Certification | User Experience Research September 2017
An in-depth User Experience certification program that helped me recognize my user experience research & design expertise in the organisation. Explored through the course were processes, tools and techniques to create successful user experiences.

sector experience

FinTech
Principal of Product Design with two major Canadian banks. One, leading a team of designers with with an out-of-the-box solution to redesign online banking and realizing what they needed was a defined design system. Two, creating a modernization strategy for an aging LOS and developed an adaptive design system, enhancing user engagement

Accounting & Finance
As a product designer, I supported the creation of features within an online application that provides Canadian accounting guidance, news, analysis and inclusive professional development. Collaborating with executives and cross-functional partners we crafted long-term product visions.

Government (Alberta Education)
Worked with, and lead, a team of designers alongside developers to build an application housing curriculum and supports for Alberta teachers. Practicing Lean UX, I conducted remote interviews and surveys with ~100 teachers across the province to gather research and iterate on designs.

Agriculture Industry
As Principal of Product Design I lead and worked with a team of designers to streamline sales efforts within the industry. Built a cadence of usability testing to ensure the design reflected their needs.

Microsoft Copilot
Designed and lead change management and training materials for Copilot pilots and full org-wide rollouts. Working with a Microsoft partner, we initiated and supported these rollouts with a variety of clients.

community engagement

Subject Matter Expert, University of Alberta
Sustainable Design: Reducing plastics in the environment January 2025 - present
Providing a design-thinking perspective for students creating a sustainable design project addressing microplastics in the environment.

Stollery Women's Network September 2023 - present
SWN advocates to help advance specialized physical and mental health care for kids and families from across Alberta and Western Canada. I volunteer as a designer for all initiatives and social media campaigns.