

# Patrik Karolak

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## Visionary design leader and design doer

Creates experiences people love through design, strategy, and storytelling. Leads and scales design teams, fostering a collaborative and innovative design culture. Designs innovative, intuitive, and user-friendly solutions across industries. Develops elegant solutions within complex business domains.

## Core competencies

Design Leadership | Design Strategy | Design Thinking | Design Execution | User-Centricity | Service Design | Product Design | Storytelling | Journey Mapping | User Experience (UX) | User Interface (UI) | Prototyping | Branding

## Experience

### HEAD OF EXPERIENCE DESIGN, 10/2019 - PRESENT

FARMERS INSURANCE, LOS ANGELES, CA

Designed and optimized experiences for customers, reps, and agents delivering efficient digital solutions. Defined the strategic vision for experiences based on deep research and understanding of customer and business needs. Proactively identified areas of improvement and optimization. Championed user-centric approaches to product development, elevated design maturity, and infused a value-proposition mindset. Collaborated closely with leaders generating buy-in and alignment on strategic initiatives.

**Simplified the onboarding process** for our customers which improved online signups by 68%

**Deflected calls to text** channel which provided 45% time savings reducing call center costs

**Redesigned the online quote flow** improving quote completes by 20%

**Saved on claim costs** by providing targeted severe weather alerts that 60% of recipients acted upon

**Rebuilt the UX department** to be a creative and strategic partner, rather than a production shop

**Introduced Service Design** that provided qualitative research and holistic journeys across silos

**Introduced modern design tools, systems, practices, and processes** for a largely remote workforce

### DESIGN DIRECTOR, 9/2015 - 10/2019

FJORD PART OF ACCENTURE INTERACTIVE, LOS ANGELES, CA

Served as the creative lead on large and diverse projects, guiding the creative team and collaborating closely with clients and stakeholders to ensure alignment to strategic goals. Shaped, led, and executed on all phases of creative projects including ideation, conceptual development, branding, visual design and delivery.

**Reimagined renters insurance** and created a new brand - Toggle - with a digital experience for young millennials

**Empowered Capital Group's sales force** with AI driven mobile tools, enhancing their effectiveness in the field

**Introduced design thinking** to Symetra Financial, leading a project to shape a customer-centric roadmap

**Redesigned the utility bill** experience for millions of BC Hydro customers in Canada, reducing call center costs

**Redesigned the mobile banking app** used by millions of Wells Fargo Bank customers

**Streamlined worldwide film distribution** for Disney Studios with new digital enterprise tools

## Additional relevant experience

### **ASSOCIATE CREATIVE DIRECTOR**

ACQUITY GROUP, LOS ANGELES, CA

Led digital strategy, visual design, and UX/UI for major West Coast clients such as Adobe, Starbucks, PIMCO, Life Technologies, and Belkin. The creative team merged with Fjord after Acquity Group was acquired by Accenture in 2015.

### **CREATIVE LEAD**

ZUGARA, LOS ANGELES, CA

Co-founded and led the creative team at Zugara, an independent digital agency in Los Angeles. Designed interactive experiences for key clients such as Lexus, Toyota, VW, Reebok, Sony PlayStation, and Disney Interactive.

## Education

### **BACHELOR OF ARTS IN BUSINESS/MARKETING**

Växjö University, Sweden