

Patrik Karolak

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Design leader. Design doer.

With over 20 years of UX experience, I combine design, strategy, and storytelling into experiences people love. As Head of Experience Design I lead the User Experience and Service Design groups at Farmers Insurance. At Fjord I led creative teams and designed innovative, intuitive, and user-friendly solutions in a wide range of industries.

Experience

HEAD OF EXPERIENCE DESIGN, FARMERS INSURANCE

LOS ANGELES, CA – OCTOBER 2019 - PRESENT

My team and I are responsible for designing and developing the user experience for Farmers' products and services to ensure that our customers, reps, and agents have the best possible experience. I define the strategic vision of what our experiences should be based on customer and business needs. Key accomplishments include:

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

Introduced Service Design to provide research and holistic journeys

Embedded UX into product teams rather than just a shared service

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

Simplified the onboarding process for our customers boosting online self-serve adoption

Redesigned the quote flow improving quote completes

Deflected calls to text channel which provided time and cost savings

Saved on claim costs by providing targeted severe weather alerts

Established a cross-channel service vision for customers, agents and reps

DESIGN DIRECTOR, FJORD PART OF ACCENTURE INTERACTIVE

LOS ANGELES, CA - SEPTEMBER 2015 - OCTOBER 2019

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

Reimagined renters insurance and created a new brand and digital experience for young millennials

Empowered a financial institution's sales force with AI driven mobile tools, enhancing their effectiveness in the field

Introduced design thinking to a large insurer, leading a project to shape a customer-centric roadmap

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

Redesigned the mobile banking app for a major American bank with millions of users

Streamlined worldwide film distribution for a Hollywood studio with new digital enterprise tools

ASSOCIATE CREATIVE DIRECTOR, ACQUITY GROUP

LOS ANGELES, CA - JULY 2009 - SEPTEMBER 2015

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 later merged with Fjord after Acquity Group was acquired by Accenture in 2015.

CREATIVE LEAD, ZUGARA

LOS ANGELES, CA - MARCH 2001 - JULY 2009

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, Reebok, Sony PlayStation, and Disney Interactive.

Education

Växjö University, Sweden - BA Business Marketing

Skills

Design Leadership

Design Operations

Service Design

Strategic Design

Design Research

Storytelling

UX & UI

Prototyping

Background

Growing up in Sweden, I bring a Scandinavian sense of visual clarity to my designs. With a background in marketing, advertising, programming, and a career in design, I blend business strategy, technical expertise, and a user-centric focus to meet business goals and exceed user expectations.

References and detailed portfolio will be provided upon request.