

CHEYNE PATTERSON

SENIOR PRODUCT DESIGNER

LinkedIn: [linkedin.com/in/cheynepatterson/](https://www.linkedin.com/in/cheynepatterson/)

+1 650 847 8339

cheynep@gmail.com

Chandler, Arizona

PROFILE

Product designer and creative lead with twenty years of experience across Ai systems, fintech platforms, enterprise SaaS, and complex data visualization. Spent five years building professional fluency across generative Ai, 3D, motion, and agentic coding tools, consolidating discovery, prototyping, UX, visual design, and front-end development into a single fast loop.

CAREER HIGHLIGHTS

- Designed the world's first fully Ai powered shopping agent for Sentient Aware, creating interaction patterns that built a clear and intuitive rhythm between fast visual selections and the system's Ai driven responses.
- Created the first practical application of a large graph semantic zoom model by combining three separate graph visualization techniques into a navigable production tool for complex networks with more than ten thousand nodes.
- Led the digital migration of 12 million BankOne users to Chase.com, the largest banking web integration effort of its time with more than 1,200 team members involved.
- Led the system wide redesign of NBA.com for the 2008 to 2009 season relaunch which became the most successful digital release in Turner Sports history.

SKILLS

Ai & ML Product Design

Banking & Fintech UX

SaaS Platform UX

UX Systems Architecture

Human-Ai Interaction

Data Visualization

Agentic Design Workflows

Product Strategy

DOMAIN EXPERTISE

- Ai driven products and experiences - generative Ai workflows, prompt interface design, human Ai interaction patterns, neural network interfaces.
- Digital finance innovation - payments, blockchain, open banking, crypto asset management.
- Complex systems and data visualization - semantic interaction models, exploratory UIs, graph and large-scale data visualization.
- SaaS applications - cloud platforms, security solutions, workflow automation, data driven dashboards.

WORK EXPERIENCE

AxisTrace - Menlo Park, CA | FOUNDER / PRODUCT DESIGNER

September 2024 - Present

Created a platform for intuitive exploration of large-scale network graphs using Ai generated clustering, multi-level semantic layers, and depth-rendered visualization to surface critical paths and relevant behavior at each layer. Designed a first of its kind

semantic zoom model, vector-based rendering library, and modeless single pane interface that made complex graph structures readable while preserving user orientation, behavioral relationships, and investigative flow.

- Researched academic literature on large graph visualization and topology reduction to develop the first production-deployed integration of semantic, hierarchical, and interest-based data abstraction in a navigable production tool.
- Built the platform as a modeless, single pane workspace where semantic zooming into behaviorally generated clusters was the core interaction. The same controls worked at every level, from the full network to individual nodes and edges, maintaining strong user orientation and navigational control.
- Created a vector-based library in Illustrator as a system of lightweight, reusable node components for the graphics engine to assemble across any large network graph, keeping memory use low while supporting smooth zooming, clear visual cues, and consistent behavior across more than ten thousand interactive elements.
- Designed time-based exploration and human in the loop interaction capabilities that allowed analysts to review how clusters and behaviors evolved over time, including replay through event-centered scrubbing and upstream and downstream tracing.

Soteria Studios - Menlo Park, CA | FOUNDER / PRODUCT DESIGNER

February 2016 - Present

Founded a commercial 3D studio that grew into a multidisciplinary practice across generative Ai, motion, video, UX, visual design, and most recently front-end development through agentic coding tools, consolidating multiple specialized roles into just one.

- Developed an end-to-end design workflow using agentic coding tools that moves from requirements through functional prototyping, design iteration, and production-ready front-end prompts in a single fast loop, compressing what would have required a team of twenty and months of work into a team of four or five delivering in weeks.
- Achieved professional level fluency across generative Ai, 3D, video, motion, and visual design over five years of continuous hands-on practice, enabling rapid solo execution across the full design stack.
- Identified a fundamental limitation in early generative Ai video tools and submitted detailed feature requirements to Runway in 2023 proposing first-frame and last-frame control, which became one of the most widely used features in Ai video generation the following year.

Sentient Technologies - San Francisco, CA | AI PRODUCT DESIGNER

May 2015 - February 2016

Designed the world's first Ai powered shopping agent, Sentient Aware, pioneering new interaction patterns built on image-based search, evolutionary algorithms, and early generative techniques while working within the limits of 2015 era Ai.

- Worked with machine learning and data science teams to understand early Ai models including convolutional neural networks, evolutionary algorithms, and early generative adversarial networks to learn how they supported image-based search.
- Designed the core interaction loop where users began with a text search, selected the closest visual match, and received ranked results, creating a clear and intuitive rhythm between user decisions and system feedback.
- Studied how people shop for shoes in the real world and uncovered the mental models they use to judge color, shape, texture, style, and occasion.
- Mapped user expectations to what early visual Ai could interpret, creating interactions that returned results consistent with how people intuitively thought about shopping for shoes on mobile and web.

Vectra Networks - San Jose, CA | UX ARCHITECT

October 2014 - May 2015

Architected end to end UX for a machine learning based threat detection platform, collaborating with data scientists and security researchers to build behavior focused network visualization that surfaced anomalous activity across enterprise networks.

- Designed a multi scale, semantically aggregated graph visualization system using hierarchical abstraction and semantic zooming to transform enterprise networks with 10,000 plus nodes into interpretable layers for investigation and diagnosis.
- Conducted extensive user interviews with SOC analysts to understand how they mentally cluster network assets and think about threats, then translated those mental models into navigable graph workflows that supported rapid situational awareness.

Hewlett Packard (HP.com Shopping) - Sunnyvale, CA | UX ARCHITECT (CONTRACT)

2013 - 2014

- Led UX and visual redesign for HP.com shopping targeting SMB market.
- Delivered production ready HTML prototypes ahead of SCRUM sprints.

Kabam - San Francisco, CA | DIRECTOR OF USER EXPERIENCE 2011 - 2011

- Directed UX across nine game teams.
- Shipped in game commerce and social features.
- Established user research and design system practices.

ADP (GlobalView and Workforce Now) - Alpharetta, GA | UX LEAD (CONTRACT) 2010 - 2011

- Redesigned GlobalView HR SaaS platform with internationally distributed team.
- Resolved major usability issues in Workforce Now by simplifying workflows and introducing search functionality.

EARLIER WORK EXPERIENCE**Coca-Cola (CokeCatalog.com) - Atlanta, GA | UX LEAD (CONTRACT) 2010 - 2010**

Led offshore B2B platform for over 5,000 products and integrated complex distribution systems.

IXD Solutions - Atlanta, GA | PRINCIPAL UX DESIGNER 2009 - 2010

Delivered UX for Fortune 100 clients including PepsiCo and Internap.

Turner Sports (NBA.com) - Atlanta, GA | UX ARCHITECT 2008 - 2009

Responsible for end-to-end redesign of NBA.com with a focus on news, video and community features.

Colonial Life - Columbia, SC | UX DESIGN LEAD 2006 - 2008

Redesigned insurance enrollment systems for web, mobile, and offline use.

JPMorgan Chase - Wilmington, DE | UX DESIGN LEAD 2004 - 2006

Led migration of 12 million BankOne users to Chase.com and architected multi-factor single sign on for all entry points.

TOOLS & CAPABILITIES**UX & Product Design**

Figma · Pencil · Axure RP · OmniGraffle · Information Architecture · Interaction Models · High-fidelity Prototyping · Wireframes · Design Systems · Pattern Libraries · Journey Mapping · User Research · Personas · Usability Testing · Heuristic Evaluation

Generative & Spatial Tools

Extensive experience across multimodal generative video and image pipelines · Adobe Creative Cloud (Photoshop, Illustrator, Substance, Premiere) · Blender · Unreal Engine · Davinci Resolve · Gaea

Technical & Workflow Tools

Ai coding agents for front end design and rapid product prototyping · Requirements & Functional Specifications · Word · Excel · PowerPoint · Agile/SCRUM · Visio · Process Flows · Site Maps · Use Cases

EDUCATION

Business Administration | Scottsdale College

Scottsdale, AZ | 1996