

PATRICIA "TRISH" BELLARDINE

CREATIVE & DIGITAL EXPERIENCE LEADER | BRAND, UX & ECOMMERCE

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LEADERSHIP PROFILE

Creative and digital experience leader with 15+ years of experience connecting brand strategy, UX, ecommerce, digital platforms, campaigns, and frontend execution. Translates complex business and customer needs into clear, scalable experiences—from positioning and product concepts through launch, optimization, and growth. Brings strategic leadership, hands-on creative direction, and AI-assisted workflows across healthcare, technology, cybersecurity, government, hospitality, aerospace, and consumer retail.

CORE LEADERSHIP CAPABILITIES

Creative Direction & Brand Strategy | Digital Experience & UX Strategy | Ecommerce & Conversion Optimization | Design Systems & Visual Identity | Customer Journeys & Information Architecture | Campaign Strategy & Art Direction | Cross-Functional Leadership | Web & Platform Strategy | Content, SEO & Analytics | AI-Assisted Creative Workflows

PROFESSIONAL EXPERIENCE

Founder / Creative & Digital Experience Lead | Stay Tru (Tru Designs LLC)

Santa Clarita, CA | 2026 - Present

Founded and launched a direct-to-consumer art and apparel brand, leading brand strategy, product development, ecommerce experience, creative direction, and growth initiatives end to end.

- Created the brand architecture, positioning, messaging, visual identity, and product strategy across multiple art and apparel collections.
- Designed and launched the Shopify experience, structuring collections, navigation, mobile UX, product presentation, checkout, and Printful-enabled fulfillment workflows.
- Integrated Shopify, Meta catalog, Facebook/Instagram Shop, Pixel, social channels, conversion tracking, and secure checkout into one ecommerce ecosystem.
- Concepted, art-directed, launched, and optimized paid-social campaigns combining short-form video, catalog creative, audience targeting, and performance analysis.
- Applied UX testing and conversion optimization to identify and resolve friction across product discovery, cart, and checkout.

Creative Manager | Paragon Implant

Los Angeles, CA | March 2022 - March 2025

Led creative, UX, and digital experience strategy for medical technology products, customer education platforms, and integrated marketing initiatives.

- Directed UX and creative strategy across web, product marketing, education, campaigns, and customer-facing digital experiences.
- Built scalable brand and design systems that strengthened consistency across clinical, product, marketing, event, and educational touchpoints.
- Partnered with product, engineering, marketing, and executive leadership to align digital improvements with customer needs, business priorities, and platform roadmaps.
- Served as the primary creative lead across digital and print for approximately 2.5 years; established repeatable workflows and transitioned standards through training and handoff.

VP of Operations & Marketing | Synergy InfoSec

Remote | June 2020 - January 2022

Led product experience, brand positioning, go-to-market marketing, and operational strategy for an early-stage enterprise cybersecurity company.

- Shaped the product and brand experience from pre-launch through early growth, connecting UX, messaging, web, investor communications, and operational priorities.
- Defined customer journeys, information architecture, subscription and onboarding flows, and product messaging for enterprise security stakeholders.
- Increased website traffic by 300% through SEO, content, and launch execution, generating 1,422 organic visits in the first month after launch.
- Managed an external development partner through weekly UI, functionality, and delivery reviews while coordinating priorities with executive leadership.

Creative Consultant / Founder | **Tru Designs**

Santa Clarita, CA | November 2011 - Present

Lead brand, UX, ecommerce, frontend, and digital experience engagements across healthcare, hospitality, technology, aerospace/manufacturing, and consumer markets.

- Selected clients and engagements include Hilton/DoubleTree, Bristol Event Center, FutureRx, and Acromil Aerospace.
- Lead end-to-end engagements spanning discovery, UX strategy, information architecture, website redesign, frontend implementation, ecommerce, visual identity, design systems, and digital marketing.
- Partner with founders, executives, product teams, engineers, and marketers to translate business and customer needs into launch-ready systems and implementation roadmaps.
- Use AI-assisted coding and creative workflows to accelerate prototyping, frontend implementation, iteration, and digital production while maintaining quality and brand consistency.

Lead UI Designer | **Los Angeles County Registrar-Recorder/County Clerk**

Norwalk, CA | December 2011 - February 2013

Led UI/UX design for LA Vote and large-scale public digital experiences supporting Los Angeles County voters.

- Defined information architecture, wireframes, interaction models, prototypes, and visual systems for public-facing election and voting experiences.
- Designed accessible digital interfaces while preserving County brand and government communication standards.
- Collaborated across technical, legislative, and communications teams to deliver integrated digital and print outreach initiatives.

SELECTED TOOLS & PLATFORMS

Creative & UX: Adobe Creative Cloud, Figma, AI-assisted prototyping

Web, Ecommerce & Frontend: Shopify, WordPress, WooCommerce, Elementor, ACF, WP Engine, Printful

Development & Deployment: Cursor, GitLab, GitHub, Vercel, version control, AI-assisted coding

Marketing & Analytics: Meta Ads Manager, Commerce Manager, Google Analytics, HubSpot, SEO, conversion tracking

Commerce & Operations: Stripe, PayPal, Square, ShipStation

SELECTED AI APPLICATIONS

Agentic Healthcare Assistant | Tru Designs NewsGenie | Tru Designs Creative Assistant

Built working applications using Streamlit, Google Colab, generative AI, and prompt-engineering workflows, with Cursor for AI-assisted development, GitLab for version control, and Vercel for deployment and web integration.

EDUCATION & CREDENTIALS

- Applied Generative AI Specialization - Purdue University / Simplilearn, 2025
- Vibe Coding with Cursor AI - Coursera, 2025
- Prompt Engineering & ChatGPT for Work - Coursera, 2023
- Google Analytics Certification - Google, 2021
- SEO / Digital Marketing Certification - Reliabsoft, 2019
- B.S., Graphic & Web Design (Web Concentration) - The Art Institute of California - Hollywood, 2019
- UX Certification - Nielsen Norman Group, 2015
- A.A., Web Interactive Media Design - The Art Institute of California - Santa Monica, 2011