

Thaddeus A. Perkins

WORK EXPERIENCE

INSURANCE AUTO AUCTIONS INC.

UX / UI Design Team Lead

JUNE 2016 - PRESENT

Senior UX / UI Designer

SEPT. 2011 - JUNE 2016

- Manage a UI/UX team of 6 UX Designers and Developers which supports 17 development teams creating both web and native mobile applications
- Conduct user research, develop user personas, create work flow visualizations, wire-frames & prototypes for both web and native mobile applications
- Facilitate ideation sessions and utilize mapping exercises to identify opportunities, needs and/or pain-points
- Orchestrated the creation of an internal design system and CDN-based front end solution to promote design consistency and scale design efforts
- Champion and coordinate an improved delivery strategy focused on incorporating more user-centered design tasks and processes
- Promote & coordinate internal UX based education opportunities
- Increased the demand for design by showcasing the value of design within various product segments which led to an expansion of the design team from 2 - 7 over 4 year period.
- Improved team autonomy by improving the collaboration process between product and technical teams, both on-site and off-shore.

AESTHETICSEVEN DESIGNS

Freelance Interactive & UI Designer

JUNE 2002 - PRESENT

- Design & develop web based solutions for small businesses
- Create UX workflows, wireframes and front-end code for various projects and initiatives
- Provide UI design & visualization for both large desktop & native mobile applications
- Design various collateral including logos, print material and other digital assets

PROFESSIONAL MEDICAL INC.

Web / Interactive Designer

JAN 2010 - SEPT. 2011

- Conceptualized & designed all internal interactive and web based marketing initiatives
- Directed the usability and front end development for customer online ordering portal
- Utilized analytical data to identify opportunities to increase site usability and search engine optimization
- Designed, developed & maintained multiple micro sites and created front end templates for internal CMS
- Coordinated & managed third party development teams to ensure work met expected level of quality

RIHA DESIGN GROUP INC.

Lead Interactive Designer

SEPT. 2006 - MAR. 2009

- Conceptualized, designed and developed custom websites, custom touchscreen applications, and online collateral
- Managed project schedules, developed cost estimates, and maintained project budgets as lead client contact
- Coordinated & managed team of 4 designers
- Developed and presented concepts to potential client's based on their needs and requirements

AMERICAN ACADEMY OF SLEEP MEDICINE

Web / Multimedia Designer

NOV. 2004 - SEPT. 2006

- Conceptualized, Designed & Developed websites, interactive products, print collateral and promotional material

CONTACT

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Online Portfolio.

www.aestheticseven.com

Address.

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Batavia, IL 60510

EDUCATION

The Illinois Institute of Art

Schaumburg, IL

Associate of Applied Science in

Multimedia Production

June 2002

Indiana University Bloomington, IN

Bachelor of Science in Business

Marketing

May 1999

PROFICIENCIES

Sketch

Invision

Adobe Creative Suite

HTML 5

CSS3

Javascript

ASP MVC 3

Xcode

Android Studio

COURSES

User Centered Design Process
Training - Fuzzy Math

2017 Enterprise UX Summit - UX Pin

2017 Agile UX Summit - UX Pin

User Experience Design Training -
ADMCi

2013, 2014, 2015 & 2016

An Event Apart Design Conference
Attendee

The Science and Art of Effective Web
& Application Design - Human
Factors International