



# Thaddeus A. Perkins

## EXPERIENCE

### IAA INC.

#### Product Design Lead

JAN. 2022 - PRESENT

- Lead and define all phases of a user-focused design process from initiation and understanding to concept and user testing within Product Discovery
- Drive adoption and understanding for product team members and other collaborators within the design process
- Hiring and leading a team of designers and providing mentorship to product specialists
- Lead and collaborate with cross-functional team members to build a more customer-centric culture to scale processes and promote research-based decision making

#### UX / UI Design Team Lead

JUN 2016 - JAN 2022

- Served as both "player & coach" on a team of 8 UI/UX Designers and Developers which supports 30+ delivery teams building enterprise applications, both web and native app
- Provides project support in all aspects of design, define team processes & mentor new team members
- Led ideation sessions and utilize mapping exercises to identify opportunities, needs and pain-points
- Orchestrated the creation of an internal design system and CDN-based front end solution to promote design consistency and scale design efforts
- Championed & coordinated an improved design process that is focused on incorporating more user-centered design tasks
- Promoted & coordinated internal UX based education opportunities

#### Senior UX / UI Designer

SEPT. 2011 - JUN 2016

- Conducted user research, develop user personas, create work flow visualizations, wire-frames & prototypes for both web and native mobile applications
- 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.

### PROFESSIONAL MEDICAL INC.

#### Web / Interactive Designer

JAN 2010 - SEPT. 2011

- 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 internal micro sites

### RIHA DESIGN GROUP INC.

#### Lead Interactive Designer

SEPT. 2006 - MAR. 2009

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

### AESTHETICSEVEN DESIGNS

#### Freelance Interactive & UI Designer

JUNE 2002 - PRESENT

- Create UX workflows, wireframes, UI designs and various visualizations for both large desktop & native mobile applications
- Design & develop web based solutions for small businesses
- Design various digital collateral including logos, print material and other digital assets

### AMERICAN ACADEMY OF SLEEP MEDICINE

#### Web / Multimedia Designer

NOV. 2004 - SEPT. 2006

- Designed all internal interactive products, digital collateral and web-based products

## CONTACT

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Online Portfolio.

[www.aestheticseven.com](http://www.aestheticseven.com)

## 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 Enterprise

Adobe Creative Suite

HTML 5

CSS3

## 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