



# Thaddeus A. Perkins

## EXPERIENCE

### NIELSEN IQ

#### Product Design Lead

JUN. 2022 - PRESENT

- Lead the overall user experience serving the core features of an analytics web based application
- Lead and mentor 2 UX designers on a team of 20 designers
- Collaborate with multifunctional teams across multiple locations to deliver solutions that are user-centered and meet product team expectations
- Collaborate with design leadership to improve team processes in an agile development framework
- Ensure that design is aligned with business strategy and priorities
- Collaborate and contribute to the overall development of company-wide design system

### IAA INC.

#### Product Design Lead

JAN. 2022 - JUN. 2022

- 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 utilized 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 focused on user-centered design tasks
- Promoted & coordinated internal UX based education opportunities for design and product teams

#### Senior UX / UI Designer

SEPT. 2011 - JUN 2016

- Conducted user research, develop user personas, create workflow 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 to 7 over 4 year period.
- Improved team autonomy by improving the discovery process between product and technical teams

### PROFESSIONAL MEDICAL INC.

#### Web / Interactive Designer

JAN 2010 - SEPT. 2011

- Designed all internal web applications and interactive marketing initiatives
- Directed the usability and front end development of customer online ordering portal
- Utilized analytical data to identify opportunities to increase site usability and search engine optimization

### RIHA DESIGN GROUP INC.

#### Lead Interactive Designer

SEPT. 2006 - MAR. 2009

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

### 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