

# THADDEUS PERKINS

INTERACTIVE & VISUAL PRODUCT DESIGNER

630-890-2365

[thad@aestheticseven.com](mailto:thad@aestheticseven.com)

Creative, strategic designer and lead. Adept at navigating complex product ecosystems and breaking down ambiguous problems and rebuilding them into elegant, scalable UI solutions.

## EXPERIENCE

### Product Design Lead

Nielsen IQ

Jun 2022- Nov 2025

- Supported product strategy for a global analytics platform, directly influencing thousands of enterprise clients navigating complex data.
- Drove creative problem-solving by translating opaque data requirements into intuitive UI/UX solutions
- Mentored designers across the wider design team, championing new team processes focused on problem solving, understanding and scalable, consistent solutions.
- Key contributor to the design system maturity and led a working group to define and document major design patterns across a complex multi-platform ecosystem.
- Partnered with cross-functional teams across time zones to deliver scalable, user-centered solutions across multiple product verticals.

### Product Design Lead

IAA Inc.

Jun 2022- Nov 2025

- Drove end-to-end UX for new product discovery, personally driving the process from foundational user research and prototyping to testing and final high-fidelity UI specs.
- Increased adoption of user-centered practices across product teams by actively advocating for Design Thinking as a core problem-solving methodology.

### UX/UI Design Team Lead

IAA Inc.

Jun 2016- Jan 2022

- Led a hybrid team of designers and front-end developers, optimizing their output to consistently deliver strong, usable UX/UI for a highly complex product suite.
- Facilitated ideation workshops and journey mapping to uncover systemic user pain points and creatively solve critical product gaps.
- Championed a shift toward user-centered design and scalable UI patterns, directly leading to faster iteration cycles and a documented 30% improvement in design deliverables.
- Spearheaded the creation and governance of an internal design system and CDN-based front-end component library, resulting in a significant reduction in UI development time and design inconsistency across 30+ delivery teams.

### Senior UX/UI Designer

IAA Inc.

Jun 2016- Jan 2022

- Drove team growth by demonstrating the direct value of robust UX, scaled the design team's output.
- Reduced cross-functional bottlenecks by revamping discovery processes between Product and Engineering, introducing key UX artifacts (e.g., concept validation, persona development, collaborative design), which increased team autonomy and streamlined the path to high-fidelity UX/UI execution.

**Interactive Designer**Professional  
Medical Inc.

Jan 2010- Sep 2011

- Directed UX/UI execution for all internal web applications and key marketing initiatives.
- Spearheaded usability strategy and front-end development of the critical customer online ordering portal.
- Leveraged analytics to proactively implement UX/UI improvements, boosting site usability and SEO performance.

**Lead Interactive Designer**RIHA Design  
Group Inc.

Sep 2006- Sep 2009

- Managed design project delivery (budget, schedule, and resources) as the lead for a team of 4 designers, ensuring design quality and on-time execution.
- Conceptualized and developed high-fidelity UX/UI for custom websites, touchscreen applications, and online collateral, balancing user needs with project budgets.

**Interactive Designer**AASM Medical  
Society

Sep 2006- Sep 2009

- Directed UX/UI execution and high-fidelity design for all internal interactive products, digital collateral, and web platforms.

**SKILLS**

User-Centered Design



Mentorship



UI/UX Solutions



Design Systems



Design Thinking



Team Collaboration



Prototyping



Problem Solving



Visual Design



UX Research



Front End Development

**EDUCATION**

The Illinois Institute of Art

Associate of Applied Science in Multimedia Production

Indiana University Bloomington

Bachelor of Science in Business