

THADDEUS PERKINS

PRODUCT DESIGNER | DESIGN-LED PRODUCT LEADER

630-890-2365 ■ thad@aestheticseven.com ■ Batavia, IL

www.linkedin.com/in/thad-perkins

www.aestheticseven.com

SUMMARY

Senior product designer and leader with over 15 years shaping complex web and mobile platforms. Expertise in defining and scaling design systems, translating intricate user flows into intuitive interfaces, and guiding cross-functional teams through problem-framing and rapid ideation. Proven track record improving UI consistency and accelerating product cycles in both enterprise environments.

EXPERIENCE

Contract Product Designer

Arro Labs

(Client: Medspeed)

Mar - Jun 2026

- Defined the visual design language and interaction patterns for a customer-facing logistics platform, giving healthcare clients real-time visibility into critical medical transport. [View Project](#) →
- Closed the five highest-priority customer experience gaps with end-to-end UX and visual design revamps grounded in user-centered design.
- Established new team design processes centered on problem-framing, rapid ideation, and structured implementation strategies to accelerate product improvement cycles.

Product Design Lead

NielsenIQ

Jun 2022- Nov 2025

- Drove product strategy for a global analytics platform, shaping how thousands of enterprise clients navigate complex data. [View Project](#) →
- Turned opaque data requirements into intuitive, shipped UI/UX — keeping delivery on pace within a SAFe Agile structure.
- Raised the bar across the wider design team by mentoring designers and instituting new processes centered on problem-solving and scalable, consistent solutions.
- Advanced design system maturity by leading a working group that defined and documented major design patterns, unifying a complex multi-platform ecosystem.
- Delivered scalable, user-centered solutions across multiple product verticals by aligning cross-functional teams spanning global time zones.

Product Design Lead

IAA Inc.

Jan - Jun 2022

- Owned end-to-end UX for new product discovery — from foundational research and prototyping through testing to final high-fidelity UI specs — de-risking investment in new offerings.
- Expanded adoption of user-centered practices across product teams by embedding 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 delivering UX/UI across a complex suite of responsive web and mobile products.
- Created and governed an internal design system and CDN-based component library, cutting UI development time and design inconsistency across 30+ delivery teams.
- Drove adoption of scalable UI patterns across those teams, accelerating iteration cycles and producing a documented 30% improvement in design deliverables.
- Balanced team leadership with hands-on execution — on multiple products including IAA Tow, a three-product logistics program, personally ran field research and led design for the iOS and Android app. [View Project](#) →

EXPERIENCE CONT.

Senior UX/UI Designer

IAA Inc.

Sept 2011- Jun 2016

- 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.

EARLIER EXPERIENCE

Interactive Designer Professional Medical Inc. Jan 2010- Sep 2011

Lead Interactive Designer RIHA Design Group Inc. Sep 2006- Sep 2009

Interactive Designer AASM Medical Society Nov 2004- Sep 2006

SKILLS

Design & Strategy

Problem Centered Design, Design Thinking, Design Systems, Information Architecture, Interaction Design, Prototyping, Visual Design, Icon Design

Leadership

Team Mentorship, Cross-functional Collaboration, Workshop Facilitation, Stakeholder Alignment, Sprint Planning, Backlog Management

Research & Testing

User Research, Usability Testing, Journey Mapping, Persona Development, A/B Testing

Tools & Technologies

Figma, Claude, Claude Design, Google Stitch, Adobe Creative Suite, Miro, Jira

EDUCATION

The Illinois Institute of Art

Associate of Applied Science in Multimedia Production

Indiana University Bloomington

Bachelor of Science in Business