DEANTHONY PERRYMAN

USER EXPERIENCE DESIGNER

SUMMARY OF EXPERIENCE

DeAnthony Perryman is a User Experience Designer with over 12 years of professional experience. He places a strong focus on simple and clean experiences ensuring that the User Interface (UI) is an effective communication medium between the user and varying systems (tangible, digital, web based, mobile or/and custom platform). Additionally, he has experience deriving users' needs and conducting usability test

EDUCATION

BS Psychology, Southern Polytechnic State University, 2010

SKILLS/TOOLS

Skills/Expertise: User Experience Design (11 yrs), User Interface Design (11 yrs), Information Architecture (11 yrs), Wireframing (13 yrs), Rapid Prototyping (11 yrs), User Needs Research (9 yrs), Usability Testing (12 yrs)
Software: Axure (6 yrs), Adobe Illustrator (8 yrs), Adobe Acrobat Pro (6 yrs), Sketch (1 yr), Microsoft Word (9 yrs), Microsoft PowerPoint (9 yrs), Microsoft Excel (9 yrs), Figma (2 yrs)
Operating Systems: Windows (12 yrs), Mac (12 yrs)

EMPLOYMENT SUMMARY

Hill's Pet Nutrition	November 2021 – present
Booz Allen Hamilton, Inc., Associate User Experience Designer	August 2017 – November 2021
Agency CHIEF, User Experience Strategist	July 2016 – July 2017
Gartner (Formerly CEB), Associate of User Experience	December 2014 – May 2016
Garmin International, User Experience Designer II	December 2012 – August 2014
Vtech Communication, Inc., Human Factors Specialist II	May 2011 – May 2012
SA Technologies, Inc., Research Assistant	November 2010 – April 2011

JOB HISTORY

Hill's Pet Nutrition, Founding Senior UX Design Manager   **November 2021 – Present**

- Establish newly launched UX Design department
- Manage and mentor a team of UX designers and contractors
- Educate members of digital transformation department, such as product owners and field managers, on value of good UX design
- Create, define & document processes for UX department
- Build a corporate-wide community of UX designers, including those from parent company Colgate, to aggregate knowledge of company design standards and nurture creative sharing

Booz Allen Hamilton, User Experience Design Lead   **August 2017 – November 2021**

- Conduct user research and comprehend user tasks for a new set of Web products.
- Create accessible user centered designs via wireframes or interactive UX designs and prototypes which demonstrate user interaction and flows and comply with federal 508 and WCAG 2.0 requirements.
- Collaborate with the development team.
- Work directly with clients to define processes and establish requirements.
- *EERE EPIC, Lead UX Designer* - Led UX design efforts for the budget module, working directly with government clients, users and subject matter expects (SMEs). Responsible for identifying user needs, translating client needs into government approved wireframes, creating prototypes, reviewing style guide for accessibility, writing usability script and conducting usability tests.
- *Algorithmic Warfare Framework, Lead UX Designer* – Acted as UX SME in the creation and product definition of a software product intended to predict disaster relief effort from object recognition. Responsible for developing mind maps, designing algorithmic correlative logic, defining object characteristics, identifying user needs, translating client needs into wireframes, and creating prototypes.
- *CMS Advance Provider System, Lead UX Strategist* -Led efforts around enhancing an existing system meant to assist CMS workers conduct research on members and applicants. I worked directly with team leads as well as business analysts, developers and project managers to perform user research, design wireframes, and integrate a UX process into the product life cycle.
- *CCIIO Agent and Broker, Lead UX Designer*
- *FDA Purple Book Database, Usability Testing Moderator*
- *FDA CDER – Advanced Analytics to Support Opioid-Related Regulatory Decision Making, Lead UX Designer*

Agency CHIEF, User Experience Strategist   **July 2016 – July 2017**

- Contributed to the vision of the UX department by leading the effort to create work processes, timelines, deliverables, templates, and documentation to facilitate collaboration with PMs, engineers, designers, marketing and content strategists
- Helped ensure federal projects met standard best practices, including 508 compliance
- Presented insights, derived from user and business goals, to external clients and internal stakeholders
- Consulted on full website redesign and usability analysis, by producing heuristic website reviews, discovery interviews, user requirements, card sorting, tree tests, content inventories, sitemaps, wireframes, and interactive prototypes at various levels of fidelity
- Represented the company by sitting on panels, reviewing student projects, writing blogs, reviewing UX conference topics and participating as a presenter at UXDC 2017

Gartner (Formerly CEB), Associate of User Experience   **December 2014 – May 2016**

- Conducted user research (empathy interviews, ethnographies, contextual inquiries, qualitative usability testing & analysis) to develop user personas, needs analysis and hierarchical task analysis

- Assisted in translating technical requirements, brand standards, interaction designs, information architecture design principles, user-centered design principles, user and business needs into UX requirements, storyboard designs, flowcharts, wireframes, prototypes, and UI document guidelines that comply with Section 508 standards
- Presented and communicated research across various organizations in varying formats
- Supported, explained, presented and communicated usability concepts and research to various audiences
- Recruited, communicated and scheduled usability testing sessions
- Collaborated across multidisciplinary teams to identify priorities to add to the existing roadmap for products and upcoming designs

Garmin International, User Experience Designer II   **December 2012 – August 2014**

- Created wireframes, prototypes, and UI documentation for 3rd party audio app & web portal
- Performed usability research and participated in qualitative usability studies
- Collaborated with graphic designers and software / hardware engineers on product design
- Designed third-party app audio integration and a web portal for automotive interface

Vtech Communication, Inc., Human Factors Specialist II   **May 2011 – May 2012**

- Researched new telecommunication design features reflecting elder care needs
- Designed hierarchical menu, icons, wireframes, and fonts based on research and usability testing in compliance with federal accessibility standards

SA Technologies, Inc., Research Assistant   **November 2010 – April 2011**

- Created supplementary wireframe design tool based on research from usability testing
- Assisted with initial designs, mock-ups, icons and widgets approved via peer review

HONORS AND AWARDS

Publications

Why Assume When You Can Know: The Impact Empathy Makes on User Experience, Presentation

- http://uxdcconference.org/sessions/assume-can-know-impact-empathy-makes-user-experience/

Sympathetic vs. Empathetic User Experience (UX), Blog

- http://www.agencychief.com/blog/sympathetic-vs-empathetic-user-experience-ux

Pro Tips for Presenting at Professional Events, Blog

- http://www.agencychief.com/blog/pro-tips-presenting-professional-events

CLEARANCES

- Public Trust