

# LEN PEREZ

## INTENT

To work with a team to create and deliver easy-to-use experiences that are aesthetically pleasing, concise, and leave the user with a thorough understanding of the product.

## DEGREE

**University of Illinois  
Urbana-Champaign**  
*BFA in Graphic Design*

## SOFTWARE

### Creative

Adobe Acrobat  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Affinity Design  
Affinity Photo  
QuarkXPress  
Sketch

### Presentation

Apple Keynote  
Microsoft PowerPoint

### Prototyping/Wireframing

Axure RP  
InVision  
JustInMind Prototyper

### Scripting

HTML  
CSS

## SKILLS

Fluent in Spanish  
Mac specialist/enthusiast

## REFERENCES

Available upon request.

## CONTACT

www.lenperez.com  
lenperez@gmail.com  
(773) 991-6149

## HISTORY

### AbelsonTaylor

*Contract Senior UX Designer: May '17 - Present*

Created wireframes, interactive prototypes, architectures, and user flows for responsive/adaptive websites as well as iPad / iPhone apps. Ran users tests to validate proposed ideas, and verify current designs were being used as intended. Created competitive / comparative analyses on sites to gather best practices in the Pharma industry.

### GGP

*Contract Senior Visual/UI Designer: Feb. '17 - April '17*

Worked with a team to redesign the templates for a global real estate company. Created interactive prototypes and worked with stakeholders to create innovative solutions to UI challenges.

### Purchasing Platform

*Senior Visual/UI/UX Designer: Feb. '16 - Dec. '16*

Lead the initiative to redesign the customer-facing ecommerce site across all platforms: mobile, tablet, and desktop. Created customer personas for existing clients. Ran a full heuristics of the current site. Developed competitive / comparative analyses. Used heat-mapping, user and site analytics to aid in decision-making. Updated all aspects of the site, from Login to Checkout. Worked with development, customer management, business development, and owners to iterate and finalize renderings.

### Press Ganey

*Contract Senior UI Designer: Sep. '15 - Nov. '15*

Created the basis for an updated Visual Style Guide / Pattern library for the launch of the company's Web Application 2.0 Suite. Worked with Product Owners, UXAs, other team members to deliver redesigns of various initiatives. As well as the Specification Documents for each product.

### RICOH

*Contract Senior Visual/UI Designer: Mar. '15 - Aug. '15*

Created the basis for an updated Visual / UX Style Guide for the relaunch of the company's two major US website initiatives: Ricoh-USA.com and MyRicoh.com. Worked with Product Owners, UXAs, Analytics, and Merchandising team members to deliver redesigns of various initiatives.

### W.W. Grainger

*Senior Visual/UI/UX Designer: May '12 - Sept. '14*

Redesigned various components of the ecommerce website for a global MRO company. Worked with UXAs, Devs, TPMs, BSAs, researchers, and copywriters to deliver industry-leading initiatives from concept to execution. Designed segments of the iPhone and iPad apps while applying existing brand guidelines, user feedback, and research findings. Created the format for an updated selection guide template that generated over double the conversion rate in their respective categories.

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## HISTORY

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### **Wolters Kluwer**

*Contract Lead Designer: Feb. '11 - Oct. '11*

Lead a team to redesign the Loislaw.com website from the ground up. Using site maps, information architecture and user testing, we streamlined the user flow as well as created an easy-to-use five step process for checkout. Also updated the interface for the document database.

### **Zün Partners**

*Contract Senior Art Director: Jan. '09 - Jul. '10*

Oversaw the application of an updated identity system for a global law firm which consisted of: print brochures, electronic deliverables, giveaway items, posters, display banners and other print pieces.

*Clients: Baker & McKenzie, Friedemann Forde*

### **OgilvyOne**

*Contract Senior Art Director: Nov. '09 - Jan. '10*

Designed an interactive Flash web application that allowed users to customize insurance plans based on their specific needs. Created animated web banners to promote the initiative.

*Clients: American Family Insurance*

### **Siren Interactive**

*Contract Art Director: Apr. '09 - Oct. '09*

Worked with a team to create an interactive, educational and training application for Insulin Pump therapy in Flash. Also designed a website for the Rare Disease Day community.

*Clients: Medtronic, NORD*

### **FCB (formerly DRAFTFCB / DRAFT Worldwide)**

*Digital Art Director: Jan. '06 - Mar. '07*

Worked with a team of Creative Directors, Art Directors, copywriters, and front end developers to create: promotional websites, flash banners, email and flyer templates, application prototypes, and new business proposals. Maintained two internal websites for a government entity.

*Clients: USPS, Masterfoods, PACCAR, Wal-Mart, Body by Milk*

### **Prudential Preferred Properties**

*Lead Designer: Apr. '02 - Jul. '05*

Created: pamphlets, brochures, invitations, posters, ads, logos and signage with innovative designs while maintaining identity standards. Redesigned the property brochures and interactive listing CDs as well as the company's website which incorporated a more comprehensive use of their branding system, with a more streamlined site map.

### **IBM**

*Web Designer: Aug. 2000 - Aug. '01*

Designed and created web sites for external and internal clients. Produced interface concepts for marketing and sales demonstrations. Worked with fellow designers to create multi-part demonstrations using Flash and HTML. Conceptualized and produced animations in Flash for the Center's opening.

*Clients: Steelcase, Manpower*