Ronald D. Perkins

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Objectives

To make a meaningful difference in an organization that values user centered design and customer input in the creation of innovative, first class products.

Summary

Experienced UX Researcher and User Experience Designer with significant impact on Fortune 500 companies, startups, and non profit organizations for over 25 years. Business manager with solid product experience in enterprise software, business to business, and consumer applications.

- Entrepreneurial spirit, self-starter, resourceful, diplomatic leader
- Very experienced at both generative and evaluative research, usability testing, expert reviews, and customer research.
- Very experienced at user interface design, information architecture, wireframe design.
- Advocate for involving teams in research to increase design thinking
- Skilled at mentoring others and managing multiple projects
- A good communicator, I like collaborating across disciplines to help drive customer needs into innovative products
- Spearheaded the creation of research-usability teams for clients.

Experience

1996- Present

***DesignPerspectives.com*, Newburyport, MA.**

Founder and Principal

Created a highly successful UX consulting firm serving multiple clients for finance, health care, consumer, B2B, and medical products. Services range from early customer requirements analysis to UX research, interaction design and prototyping, lab and remote usability testing.

- Repeat business over 20 years with clients ranging from startups to blue chip companies.
- Significant and measurable impact on commercial products and services.
- Extensive research and design work on all aspects of user experience design including wireframe sketches and prototyping, conceptual model and visual language, search, navigation, window architecture, menu design and other UX elements.

1992-1996

Ziff Davis Interactive-Cambridge, MA.

Senior Interaction Designer

Created and managed research program and lab to support design of InterChange Online, Network publishing system.   Involved development teams in research both field and lab.

1985-1990

Wang Laboratories-Lowell, MA.

Senior Human Factors Engineer

Founding member of Human Factors Lab, supported multiple office products including a early pc based application called Freestyle, the only product that Dr. Wang said he could actually use.

Design Perspectives Sample Projects

Institute for Healthcare Improvement, IHI.org

UX Research to support comprehensive redesign. Performed expert review to identify problem areas, collected usage and opinion data from users, electronic card sorting and statistical analysis

for new information architecture, wireframe designs and usability testing of prototype. The new design won an outstanding achievement award from Interactive Media Awards (IMA).

Weather Service International, WSI.com
Highly complex software for weather anchors producing the nightly weather on TV. Countrywide research project to fully understand user knowledge of system and features. Organized design workshop for software developers. Resulted in complete rethinking of user interface design.

EMC
Research project to investigate user installation of complex enterprise level storage management software. No user successfully installed product in five days. Resulted in key problem identification, rewritten installation software and manuals, team awareness of process.

ZIPCar
Empirical first use study of consumer site for vehicle rentals. Resulted in complete rethinking of search model and data views with observable user goals and user success metrics.

Education

Tufts University, Medford, Massachusetts, M.S. Experimental Psychology, Human Factors Thesis on Divided Attention for Pilots under NASA grant.
University of NH, at Plymouth, B.A. Psychology, Magna Cum Laude

Partial list of publications/conference presentations

Molich, R., Perkins, R., Chisnell, D. and Biesterfeldt, J, "Five users will find 85% of the usability problems" - and other myths about usability testing, *Usability Professionals Association Conference*, Munich, May 2010.

Molich, R., Pernice Coyne, K., Perkins, R., Mayhew, D., Politics and Usability: Test your skills against the experts, Panel: *Proceedings of ACM CHI 2003 Conference on Human Factors in Computing Systems 2003* v.2 p.694-695

Perkins, R. Remote Evaluations using the Internet: comparing methods, *Proceedings*, *16th British HCI Group Annual Conference,* London, 2002.

Shubin, H., Perkins, R., Web Navigation: Resolving Conflicts Between the Desktop and the Web Workshops, in *Proceedings of ACM CHI 98 Conference on Human Factors in Computing Systems* (Summary) 1998 v.2 p.209

Perkins, R.D., (1995), AT&T Interchange Online Network: Simplifying Information Access, Design Briefing, *ACM CHI 95 Conference Proceedings*, Denver, May 8-11, 1995.

Professional Associations
Member ACM SIGCHI, Usability Professionals Association, Past President and past Program Committee Chair for local ACM chapter BOSTONCHI. As president I revised our public offerings, resulting in a 80 percent increase in new members as Program Chair, I organized a consistent program schedules and locations that resulted in a 50% increase in meeting attendance. Former member of the Human Factors and Ergonomics Society and former Program Director BAYCHI, and evaluated recreation products for Eastern Mountain Sports Product Evaluation Committee.

Personal
Licensed captain, USCG 100 ton, chartered, raced, delivered sailboats from Maine to the Caribbean
Board of governors, Blue Water Sailing Club
Enjoy many outdoor activities like sailing, cruising in Maine and the Caribbean, bicycling, kayaking, hiking, and skiing with family and friends