



# Perion McCrary

## Product Designer

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### EXPERIENCE

#### Marketing 360 / Senior Product Designer

January 2017 - Present

- Designed a multifaceted, all-in-one SaaS based marketing platform geared towards small business.
- Delivered a distributed-yet-centralized Design System, with a unified set of guidelines, toolkits and WCAG compliant components for Marketing 360s responsive web experiences.
- Directly collaborated with stakeholders to conceptualize new and existing feature requests.
- Built wireframes and high-fidelity prototypes for the softwares CRM, Form Management and Customer Reputation tools.
- Developed user tests, which were used to measure the value and usability of proposed design solutions.
- Iterate through cross-functional collaboration between PM's, engineers, marketing and sales teams, based on user feedback.

#### Top Rated Local / Product Designer

October 2014 - December 2016

- Designed an engaging web experience, as well as mobile application for collecting and managing customer reviews.
- Created a unified set of guidelines and components for Top Rated Local mobile and responsive web experiences.
- Built high-fidelity prototypes which were then presented to internal and external users for further testing and iteration.
- Responsible for maintaining design across iOS, Android and web.

#### Madwire Media / Visual Designer

September 2011 - October 2014

- Designed websites and branding packages for various startups and businesses.
- Arranged user interviews to gain insight and feedback into a new website building application for e-commerce and service industries.
- Designed flexible templates for all creatives within the company to use when building customer websites.
- Created a UI for an in-house password sharing tool.

#### Communication & Creative Services CSU / Design Intern

May 2010 - November 2010

- Designed various collateral, such as flyers, brochures, magazine spreads and digital landing pages.

### EDUCATION

#### Colorado State University

BFA in Graphic Design

Minor in History

Graduated in 2010

### SKILLS

#### Design

User Experience  
Responsive Design  
User Research  
Competitive Analysis  
Journey Mapping  
Wireframing  
Rapid Prototyping  
Usability Testing  
Design Systems  
Visual Design  
Brand Identity  
Custom Illustration

#### Technical

Sketch  
Figma  
Invision  
Zeplin  
XD  
Photoshop  
Illustrator  
After Effects  
InDesign  
Jira  
HTML / CSS / JavaScript

#### Other

Problem Solving  
Empathy  
Communication  
Team Work