ASHER PERUSCINI

A Senior Product Designer with a fIlm production and journalism background specializing in user experiences; dual-citizen (British/American); Formula 1 fanatic; ex-race car driver; tinkerer of tech; traveller

WORK EXPERIENCE

Sr. Product Designer | myKaarma

2015 - Present | Los Angeles

myKaarma is a market leader in communication and payment software solutions for automotive dealerships. Joined as the first designer at the early stage startup with <$1M capital raised. The company reached >$10M in annual reoccuring revenue, in part from my drive of the company's entire design and user experience strategy, including designing solutions for enterprise customers in the U.S. and Canada (Audi, Mercedes,-Benz, BMW, and Porsche).

● Conduct Sprints, clients/stakeholder presentations, and user feedback reviews, leading to a 5x y.o.y. increase in payments made ().
● Spearhead the adoption and creation of user-flows and rapid prototyping with HTML/CSS/JS and interactive click-throughs, allowing for a three-fold increase in the product development cycle.
● Oversee usability testing, quality/code reviews, and provide technical/tech nological advice, resulting in a 92 net promotor score and 31.3 million customers.
● Implement user success metrics, like Mixpanel and Intercom, to make data-driven UI/UX decisions, culminating in increase user adoption rates and reduce tier-1 support tickets by 233%.
● Managing/mentor a team of two designers in developing user personas and scenarios to enhance functionality/usability testing across various prod uct lines, aiding developers to increase understanding of product require ments in half the time.
● Conduct detailed research into governmental regulatory compliances, such as TCPA and GDPR, to design legally acceptable UX experiences.
● Creation and staged rollout of a comprehensive company design system allowing for design consistency across all platforms.

The Fun Stuff
● Slack Redact (Classified Mode)
● Delta cryptocurrency Apple Watch UI
● Otter - Python SSH workflow for Alfred3
● Medium Play.ht Chrome Extension
● Walmart MoneyCard App

Front-End Designer & Developer | 5DayApp

2015 | Los Angeles

● Designed, developed, and delivered responsive UI and UX experiences that leveraged various HTML/CSS/JS cross-platform frameworks, reducing time-to-market releases.
● Gathered user feedback and developed multiple iterations of lo-fi wireframes, mockups, and interactive prototypes, which led to a 29% bump in customer satisfaction.

Digital Media Manager - Music City Motor Cars

2014 - 2015 | Nashville, TN, USA

Freelance Web Developer

2007 - 2014 | Nashville, TN, USA

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EDUCATION

Northern Film School
2002 - 2005 | Leeds, United Kingdom
B.A. | Film and Moving Image Production

Middle Tennessee State University
2010 - 2014 | Nashville, TN
B.Sc. | Journalism

EDUCATION

UX DESIGN
User Flows
Sketching
Personas
Wireframing
User Scenarios

UX RESEARCH
Sprints
User Interviews
Competitive Analysis
Heuristic Evaluation
Usability Testing
 Data Analytics

TOOLS
Sketch
inVision + Studio
Photoshop / Illustrator
Github
Zeplin
Principle

DEV TOOLS
HTML / CSS
JS / jQuery
GIT
Bootstrap
GWT
React
 Flutter