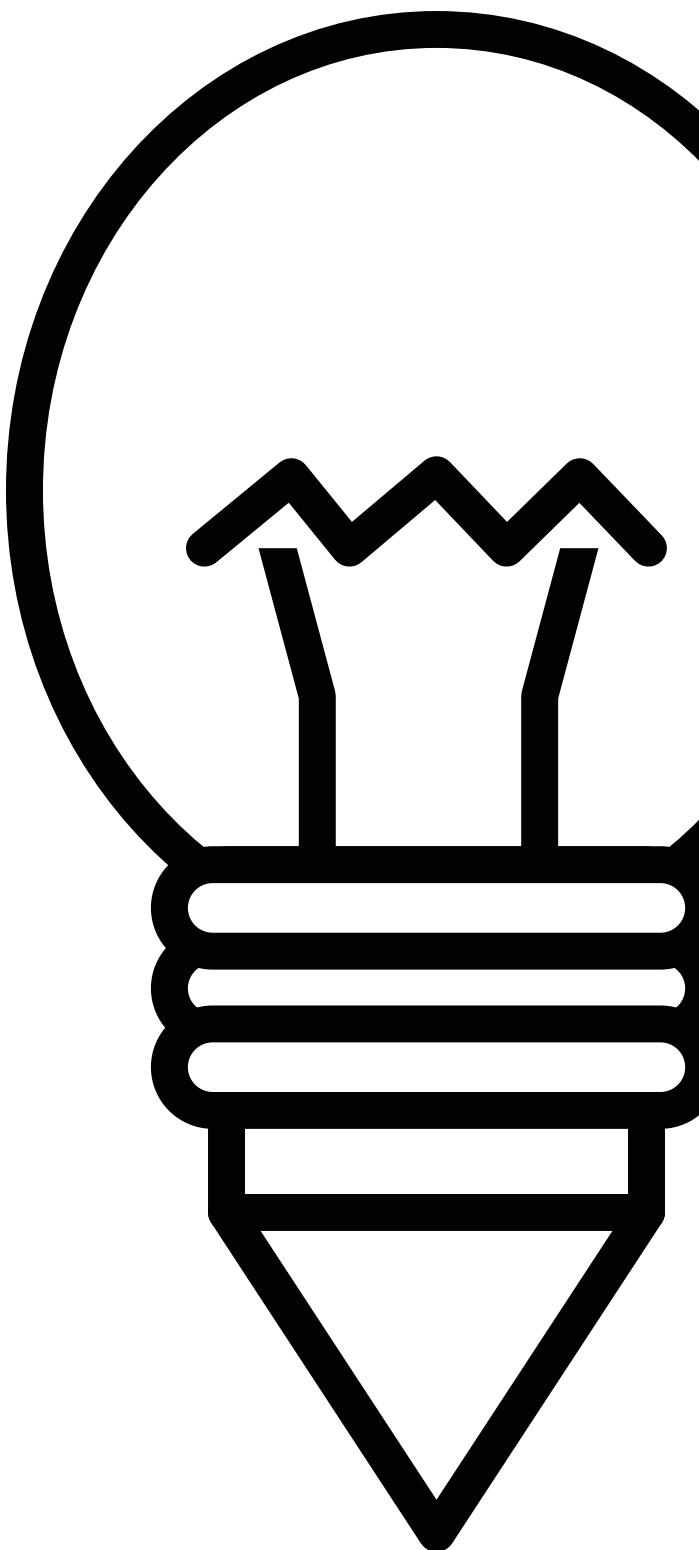


WORLD CHAMPIONSHIP GAMES 1931
NOT GAMES 1931
AME AME RA
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WORLD'S ST. P.
POWER DR
WAR

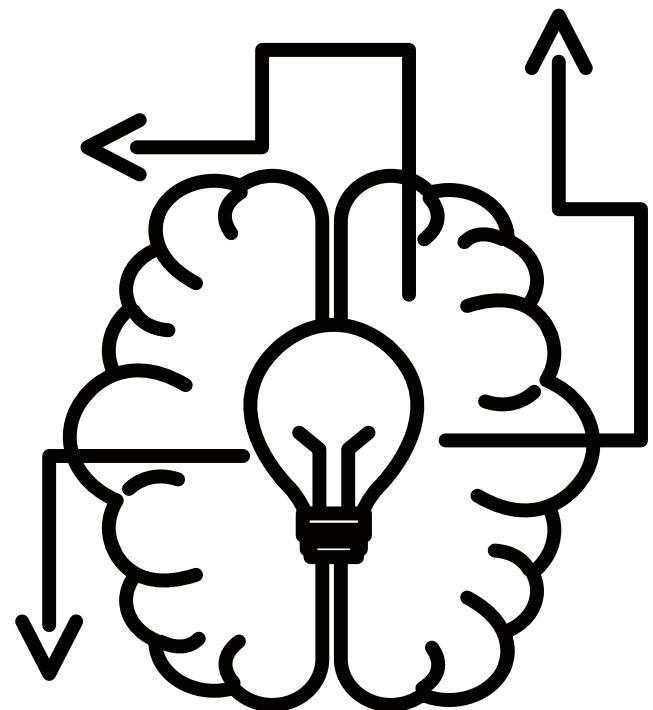
BRADLEY PERKINS CREATIVE PORTFOLIO



BELIEFS

Every company, challenge, and solution is unique, but what remains true is there is a correct path and process to take when discovering what the proper solution looks like.

I am a creative navigator who specializes in Human-Centered Design. This ensures that the strategies that are put into place advocate for the end users experience and desired outcomes while still meeting the overall business needs.



EXPERIENCE

I have over 10 years experience working in the creative design industry, helping companies with full brand development, print material design, web and software development, product design, and innovation consulting. I bring a wide range of life and professional experiences to give every client a customized strategy to yield the best end result.

SKILLS

- HTML5
- CSS3
- JavaScript ES6
- Adobe Creative Suite
- InVision/Sketch
- End to End Product Management
- Design Thinking Facilitation
- Human Centered Design
- Prototype Development

BRAD'S WORK

BRANDING DESIGN



first**family**church
at lake of the ozarks



OpenWave



NORTH CAROLINA
HAND MADE
BRADLEY
DART
COMPANY



BRAD'S WORK

DIGITAL DESIGN AND DEVELOPMENT

RedSeam

WE HELP BUSINESSES CHANGE COURSE AND SPEED FOR BETTER GROWTH.

Got any questions? Let us help you!

PHILLIPS 66 PIPELINE LLC

I Live/Work near a pipeline

Discover More About PIPELINE SAFETY

Protect yourself and others. In an emergency situation, our priorities are notification requirements.

BLAST! Express

ABOUT US OUR SERVICES REWARDS LOCATIONS CONTACT US BOOK NOW

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BOOK NOW CREATE AN ACCOUNT

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Certified Family Law Specialist

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FANTASY FITNESS

MY COMPETITIONS

RANK	NAME	PTS
1.	LESLIE KNOPE	24 PTS
2.	ANDY Dwyer	20 PTS
3.	TOM Haverford	17 PTS
4.	BRAD PERKINS	5 PTS

TIME REMAINING: 1 DAY 15:04:02

FANTASY FITNESS

CURRENT STANDING

RANK	NAME	PTS
1.	CHARLOTTE MECK 12	24 PTS

OVERALL

GROUP	AVG PTS	CHAMPS
DETROIT HELL FIRE	1 103.02	
TEMPLE OWLS RUN CLUB	2 514.57	
INTER MIAMI FC FANS	3 2.3645	

PURPOSE LOCATION LENGTH

CREATE A COMPETITION

FANTASY FITNESS

LEAGUES

LEAGUE	CATEGORY	TIME	OPEN
NBC SPONGEBOB LEAGUE	WEEK 2	50:00:24	OPEN
PAWNEE PARKS	4	50:00:24	OPEN
DUNDER MIFFLIN	1	50:00:24	OPEN

PAWNEE PARKS DUNDER MIFFLIN

CHARLOTTE MECK 12

NAME	PTS
LESLIE KNOPE	24 PTS
ANDY Dwyer	20 PTS
TOM Haverford	17 PTS
BRAD PERKINS	5 PTS

TIME REMAINING: 3 DAYS 15:04:02

FANTASY FITNESS

PAWNEE PARKS DUNDER MIFFLIN

CHARLOTTE MECK 12

NAME	PTS
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BRAD PERKINS	5 PTS

TIME REMAINING: 3 DAYS 15:04:02

BRAD'S WORK

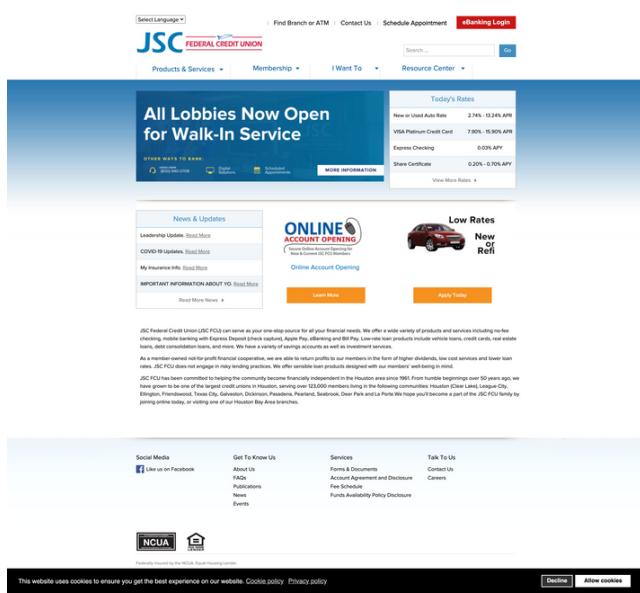


DESIGN STRATEGY,
PRODUCT DEVELOPMENT, AND VISUAL IDENTITY

COMPANY: JSC FEDERAL CREDIT UNION; WELLBY FINANCIAL

OBJECTIVE: BUILD AND LEAD INTERNAL DESIGN TEAM TO ASSIST IN THE DESIGN AND DEVELOPMENT OF DESIGN PROCESSES AND PROCEDURES, A NEW BRAND, DIGITAL BANKING SYSTEM, AND PUBLIC FACING WEBSITE.

JSC FEDERAL CREDIT UNION - BEFORE INTERNAL DESIGN TEAM

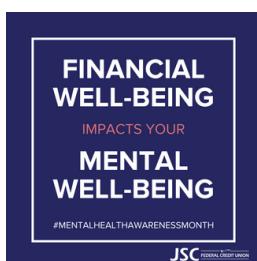


JSC FEDERAL CREDIT UNION - TEMPORARY ADJUSTMENTS

Enhanced brand alignment

Shift to authentic and professional designs

Development of design systems and internal processes



BRAD'S WORK



DESIGN STRATEGY, PRODUCT DEVELOPMENT, AND VISUAL IDENTITY

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DESIGN PROCESS DEVELOPMENT AND STRATEGY

Voice of the Customer

- CX/UX Research
 - Surveys and Interviews

Design Strategy

- Business Needs
- User Behaviors
- CX Journey

Design Thinking

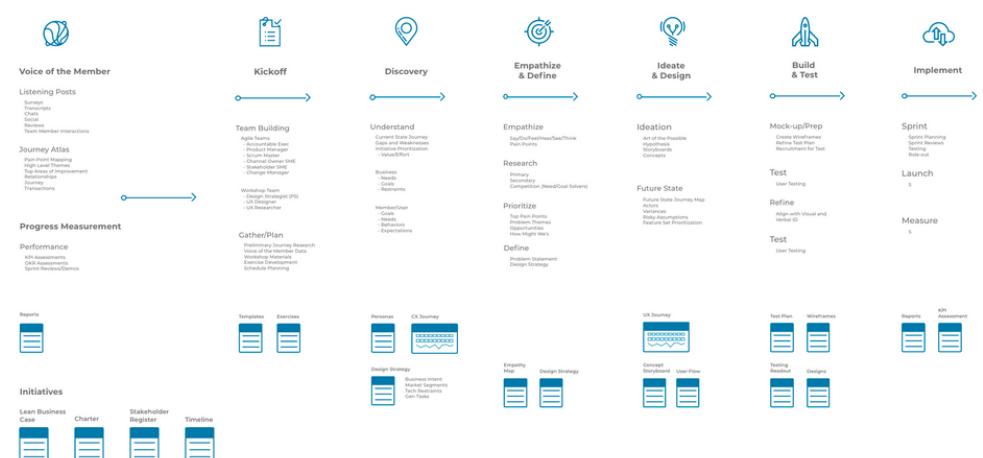
- Empathize
- Define
- Ideate
 - UX Journey
 - User Flow

UX/UI Design

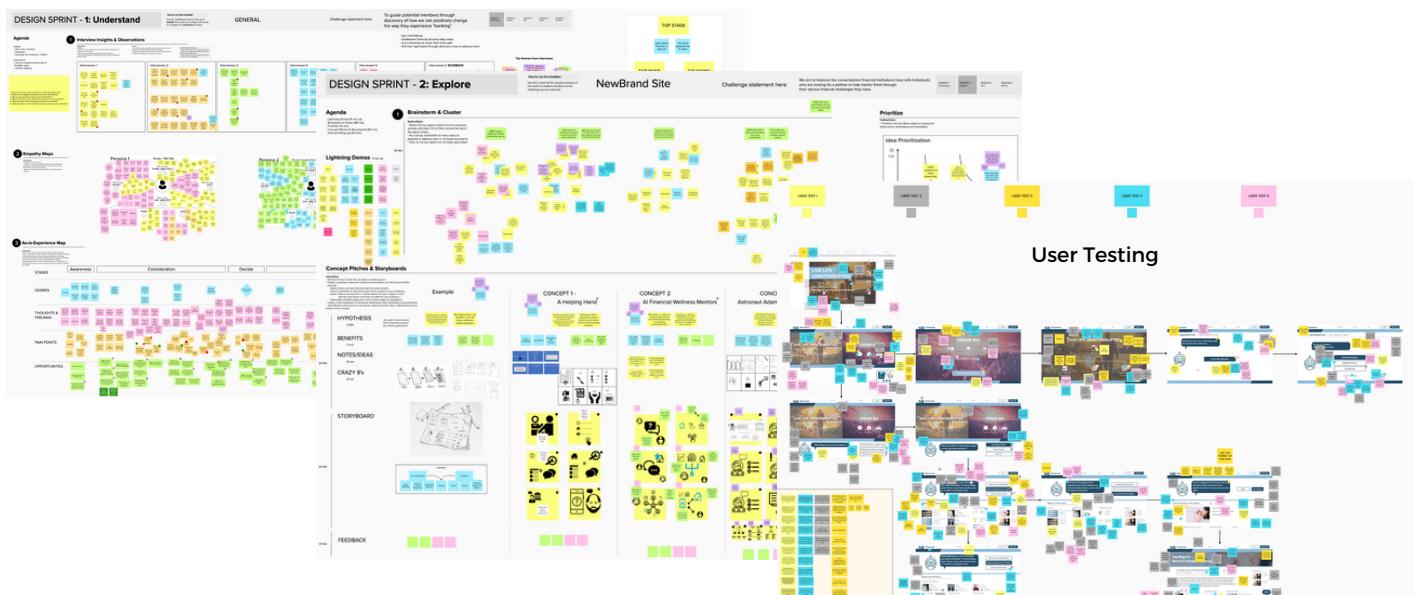
- Wireframe and Prototype
- User Test

Implementation & Visual/Graphic Design

- Visual Identity Alignment



REMOTE DESIGN WORKSHOPS



BRAD'S WORK



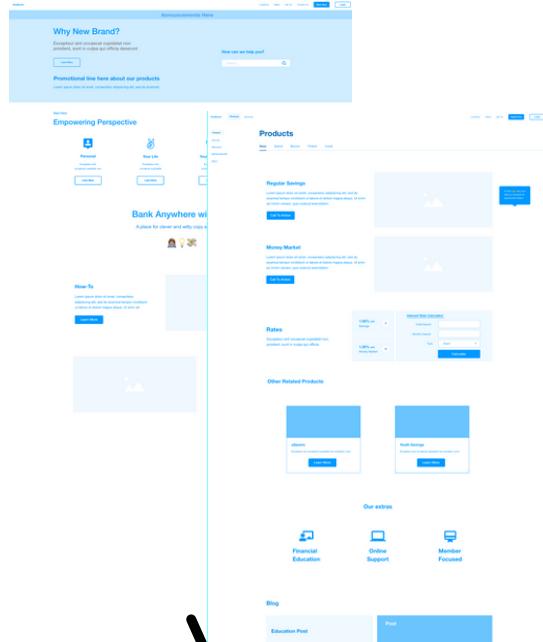
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WELLBY WEBSITE DESIGN

Wireframes/Prototype



User Testing

Versions ✓ - UX Testing
Intro Screen
Welcome Help! You're here to test a design prototype.
First Click We are interested on what captures your attention. Feel free to scroll to explore our homepage to...
Thank You You're awesome! Thank you for your time!

First Click
Prototype
Website Sync Edit Change
DEVICE VIEWPORT Regular w: 1280 h: 800
INSTRUCTIONS We are interested on what captures your attention. Feel free to scroll to explore our homepage to...
STARTING SCREEN Desktop 1024px / Homepage Add logic jumps Now! 10 logic conditions to your blocks

First Click
Prototype
Website Sync Edit Change
DEVICE VIEWPORT Regular w: 1280 h: 800
INSTRUCTIONS We are interested on what captures your attention. Feel free to scroll to explore our homepage to...
STARTING SCREEN Desktop 1024px / Homepage Add logic jumps Now! 10 logic conditions to your blocks

Locations & ATMs Routing Number
Rates Center Careers Contact Us Apply Now Login
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Q How may we help you? Get Started

Page Design

Locations & ATMs Routing Number Rates Center Careers Contact Us Apply Now Login
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Save Spend Borrow Invest

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View our available events, seminars and online banking tools Learn about the Wellby difference and how you can be a part of the future. Our world class financial experts are here to help you reach your financial goals. Wellby is our memm command to make it

Rates Home Equity Auto Saving
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Learn more Learn more Learn more

No Fees Improved Finances Convenience
Learn more Learn more Learn more

Wellby Savings Accounts Compare Wellby Savings Accounts
Wellby Savings Wellby Savings Plus Wellby Achievement Savings
Learn more Learn more Learn more

BRAD'S WORK

DESIGN STRATEGY, PRODUCT DEVELOPMENT, AND VISUAL IDENTITY



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WELLBY IDENTITY AND SYSTEM DEVELOPMENT

Wellby Digital Design System Guide

BUTTONS: Outline

Use Cases

- Primary buttons should be used sparingly to represent additional options outside of a primary CTA.
- When multiple words are used in a button. See "Ask a Question" example.

Best Practices

- In cases where multiple options exist, secondary buttons can exist alongside a single primary button.

Border Stroke

- 2pt

ICONS



ILLUSTRATIONS

Spot

When a large or medium-sized illustration is needed or a hero image would be overly dramatic or not the right choice for the overall design.

Spot illustrations are positioned individually in a viewing space, such that there is no overlap with other elements.

Spot Illustrations can be used in feature stories and digressions. For example, a spot illustration may be appropriate for a feature story about a new service block that describes a larger set of services, or within a white paper that discusses a specific subject.

Spot Illustrations can also be used as Hero Banners for Child Disclosure Pages.

We've Heard You

JSC FCU
soon to be... wellby



Lorem Ipsum
Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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Bradley Perkins

Director Experience Design Strategist
JSC Federal Credit Union

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so you can live life
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BRAD'S WORK

DESIGN THINKING WORKSHOP

CLIENT: DUKE ENERGY - FINANCE

OBJECTIVE: IDENTIFY PROBLEM THEMES INSIDE CURRENT WORKFLOWS AND CREATE CONCEPTS TO INCREASE ACCOUNTING EFFICIENCY



Duke Energy's Finance group was challenged by the executive team to increase productivity and decrease over 30,000 hours spent on manual accounting processes. I was brought in to help lead a 3-week design thinking workshop that would take 5 current value streams and lead the team to a top concept that, if validated, would result in development of the concept at the end of the 3-week workshop.

The workshop was split into 3 portions; Problem Framing, Ideation, and Concept Design with User Testing. In week 1, I helped the group identify problem themes that their internal users were experiencing across 6 current state journeys, we validated our assumptions through expert user interviews. In week 2, we honed in on our top problem theme, developed empathy maps and personas for actors, and began ideating on potential solutions. Finally, in week 3, we took our top concept and began developing storyboards with questions and hypotheses that needed to be validated, built a prototype, and conducted user interviews to determine desirability and viability.

At the conclusion of the 3-week workshop, we had a presentable prototype and a user validated MVP feature list needed for development. (Synopsis of process on next page.)



BRAD'S WORK

DESIGN THINKING WORKSHOP CONT.



PROBLEM FRAMING

- Value Stream Narrative
 - Activity Sequencing
 - Drivers and Assumptions
 - Top Pains
 - Key Impacted User Groups
- Value Stream Prioritization
 - Value Opportunity
 - Effort
- Value Stream Journey Maps
- Expert Interviews (Assumption Validation)
- Define Top Problem Theme
- Problem Theme Storyboard
- User Personas
 - Empathy Maps (Feel/Think, Say/Do, Hear, See)
- Needs/Pains/Gains Activity
 - Openness for Change
 - Blockers/Accelerators
 - Risks/Assumptions/Dependencies

Images Pixelated for Privacy



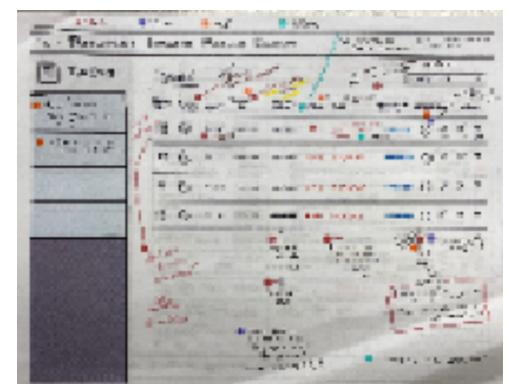
IDEATION

- Art of the Possible Interviews
- Lightning Demos
- How Might We's
- Concept Sketching
 - Crazy 8's
- Note and Vote



CONCEPT DEVELOPMENT AND USER TESTING

- Use Case and Scenario Development
- Future State Journey Map and Concept Storyboard
- Questions and Hypothesis
 - How Can We's
- Feature Mapping and Prioritization
- Prototype Development
- User Interviews



BRAD'S WORK

DESIGN STRATEGY AND PRODUCT DEVELOPMENT

CLIENT: PHILLIPS 66

OBJECTIVE: CREATE A WAY FOR DIGITAL USERS TO SELF-IDENTIFY THEMSELVES AND TAILORING CONTENT TO SPECIFIC AUDIENCE CATEGORY



In working with Phillips 66's Public Awareness group to develop a new interactive website, one of the tasks my team had was discovering a way for a new user to self-identify themselves without giving up location or personal information, so that the website could adapt content to their specific needs.

The first question we had to answer was "How might we engage the user in a non-sales, non-spam, and non-data collecting way?". We had to make users feel like we were helping them get to the information they needed quickly and efficiently without prying for details about them. Secondly, we had to adapt the website for the 6 key audience groups for the entire website, while "locking" certain groups from technical information meant for high level officials in the community. As a team we discussed and mapped out various solutions, sketching out storyboard's that answered questions on how to go about reaching the end goal, and finally landing on two different concepts to test with users.

Our final solution was simple, by allowing users to change a word in a sentence, we were able to have users create their own narrative and flow of the website. "I Live and Work/Farm/Dig/Teach/Respond/Plan near a pipeline", also displaying icons for visual queues. For blocking content, we moved to still require a simple password be requested that allowed us to confirm their identity and directly send private information and events they could attend.

After our concept was validated, I was in charge of managing a team of 6 to design and develop the final product for the client.

A screenshot of the Phillips 66 Pipeline LLC website. At the top, there is a navigation bar with links for SAFETY, RESOURCES, MAPS, EVENTS, BLOG, and CONTACT, along with a search icon. The main header features the Phillips 66 logo and the text "Doing Business With Us". Below the header, there is a large image of a landscape with mountains and a pipeline. Overlaid on this image is a red button with the text "I Live/Work near a pipeline". At the bottom of the page, there is a section titled "Discover More About PIPELINE SAFETY" with a sub-section about "Our commitment to safety goes even further, with the". There are also links for "PROTECT YOURSELF AND OTHERS", "NOTIFICATION REQUIREMENTS", and a note about excavation projects.

BRAD'S WORK

DESIGN STRATEGY AND PRODUCT DEVELOPMENT

CLIENT: QUALITY COUNTS

**OBJECTIVE: IDENTIFY CURRENT ISSUES IN THE USE
AND DISTRIBUTION OF HISTORICAL DATA SETS
COLLECTED OVER PAST 15 YEARS**



While internally working with Quality Counts as an Operations Manager, I was tasked with the challenge to discover new opportunities to use over 200,000 historical data sets in a more user friendly and profitable way, as well as to expand into new markets.

The first task was to research the inefficiencies and missed opportunities under the current historical data sales model, while still respecting guidelines set in existing MSA contracts with all clients. The current state sales model and processes interviews with users indicated a users lack of knowledge or access to surrounding sites, meaning they could only search for matching reports in a database based on an exact location provided, IE. First St and Vandeebee Ave, Los Angeles, CA. This increased the time and decreased sales opportunities, given most projects are based on a group of nearby locations.

I conducted interviews with clients, outside data providers, and agencies to discover the most used data and need for traffic based reports in their respective industries. I also researched what the most common ways they look for such data, and other data they find valuable to do their analysis.

The solution that was prototyped, tested, and found to work was one that took all 200,000+ locations, exported report total and averages into a geospatial friendly file, cleaned up to remove non-compliant reports and locations based on data collected, and uploaded into a web map interface. The prototype made all data available to the client for a monthly subscription fee, rather than a per location purchase. Further, we would still allow full reports to be purchased at the \$25 per location fee, as well as additional reports purchased from other agencies that could be seen in one location rather than hunting them down for each state and data type. By giving access to all QC data and statewide imported data through a web-map interface, users could access basic data information more freely and discover nearby datasets they may not have known existed.

The final product ended up being incorporated into a new company web portal and project ordering system. Through this process the company also found additional markets in real estate and led to further data collection and reporting services offered.