

RedSeam

BRADLEY PERKINS CREATIVE PORTFOLIO



PREPARED BY

Bradley Perkins, Senior Strategist/Principal at RedSeam Creative

BELIEFS

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

At RedSeam, we are mental and creative navigators. We specialize in Human-Centered Design. We give clients the proper tools, processes, and designs to meet the needs of their users and to discover the right path of execution.



EXPERIENCE

DESIGN TEAM

Bradley Perkins has over 10 years experience working in the creative design industry, helping companies with full brand development, print material design, digital development, product design, and innovation consulting. Brad brings a wide range of life and professional experiences to give every client a unique and customized design voice.

SKILLS

- HTML5
- CSS3
- JavaScript ES6
- Database Design
- Adobe Creative Suite
- InVision/Sketch
- Design Thinking Facilitation
- User Centered Design
- Prototype Development

BRAD'S WORK

BRANDING DESIGN



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



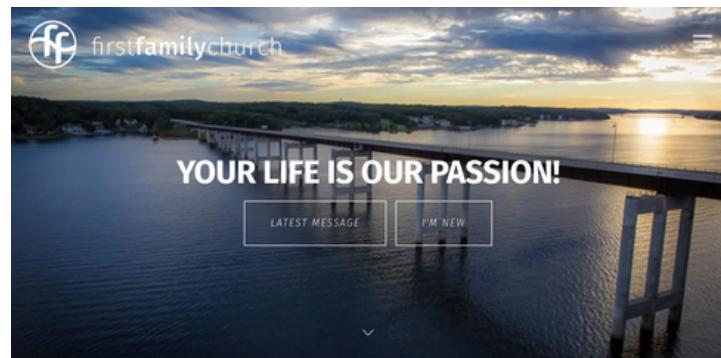
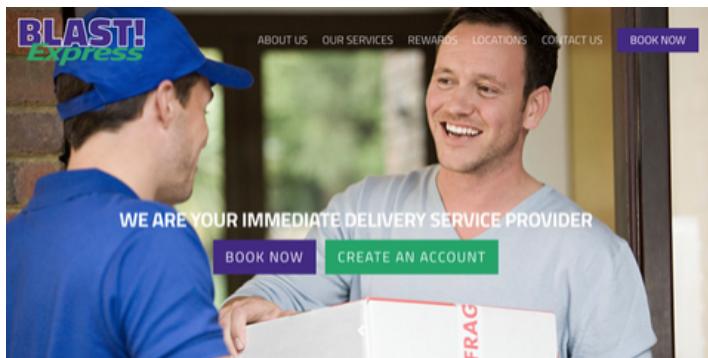
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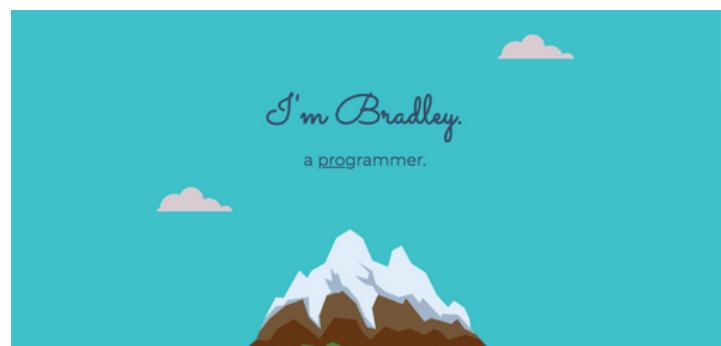
RedSeam

BRAD'S WORK

DESIGN AND DEVELOPMENT



A screenshot of the Cardinal Data Location File Management software. It shows a map of Kapolei and Kamaaha Ave, Kapolei HI. On the right, there's a file manager sidebar with sections for "Map", "Files", and "Settings". The "Files" section displays a list of locations like "10001 - Kapolei Rec Center" and "10002 - Ka Makana Ali'i".



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BRAD'S WORK

MARKETING DESIGN



Mariposa
Empowering People. Changing Lives.
Together.

Support Mariposa Women and Family Center.
When you shop, Amazon donates
amazon smile



About Us

The Dominguez-Roth Foundation was created to help bring hope through funding, facilitate community awareness, funding integrative medicine research and clinical trials, and delivering programs designed to provide patients with access to these valuable treatments.

Our mission is to lead the way in finding a balance in the treatment and prevention of serious illnesses utilizing a combination of integrative and conventional medicine.

Our Program

What Suits Your Body is a 3-month custom-tailored integrative medicine program designed to get to the root of your unresolved debilitating illnesses or ongoing health challenges. We partner with you to help uncover underlying causes of your illness and regain optimum health, using integrative modalities including but not limited to acupuncture, chiropractic adjustments, yoga, nutritional supplements, and meditation.

What is Integrative Medicine?

Integrative medicine seeks to restore and maintain health and wellness by understanding and addressing the causes of an illness, not just treating the symptoms. It encompasses a full range of physical, emotional, mental, social, spiritual and environmental influences that affect health by utilizing therapeutic options from conventional Western medicine, as well as proven holistic practices, to achieve optimal health.

Benefits

- Discover root causes of underlying abnormal cellular and organ dysfunction that leads to unwanted symptoms and disease
- Help restore normal cellular and bodily function to maximize healing, vitality, and long-lasting optimal health
- Prioritizes therapies that are the least harmful, least invasive and most cost-effective
- Providers and patients form a close partnership in transforming health



What Suits Your Body

Restore your health using the best of science and nature

Dominguez-Roth Foundation

We help you medically investigate the underlying root causes of your unresolved symptoms and chronic illnesses using an integrative approach. We do this systematically by utilizing a combination of the best of modern science and proven natural healing traditions, and then put your customized wellness plan into action, working together to create the vibrant health you deserve.

What is Integrative Medicine?

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Treatment is unique for each patient, depending on the set of circumstances involved. The result is a personalized health plan for your unique physical and emotional needs.

Benefits

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Most Common Conditions Treated

- Adrenal conditions
- Anxiety
- Autoimmune disorders
- Bio-identical hormone restoration
- Cardiovascular and cerebrovascular disorders
- Cancer
- Chronic Fatigue
- Depression
- Diabetes and Insulin resistance
- Digestion and gastrointestinal disorders
- Hormones - all types
- Crohn's colitis and Ulcerative colitis
- Mold and Biotinidase illness from chronic infectious agents
- Arthritis - all types
- Pain from all sources
- Pediatric special needs (allergies, ADHD, Autism Spectrum Disorders, failure to thrive)
- Perimenopause
- PTSD
- Thyroid conditions
- And more...

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**The New Business Model:
Give, Grow and Prosper**



FOR MORE INFO
949-271-5110

Living A Richer Life Lunch Meetup

Patti Larson and Richard Ward
October 7th, 2019 at 11:45
Center Club Orange County
\$35 per person
<https://LivingaRicherLifeOC.eventbrite.com>

Join a growing movement of business professionals and executives who are investing time and leadership in our community by helping others learn, grow and prosper. In turn, they have found their businesses are achieving greater impact and profits.

This will be a fun time of networking, lunching, learning, and sharing ideas for living better, making an impact, and achieving success through giving back.

Learn to Live a Fuller, Richer Life

Stand Out in Your Profession

Become a Leader Who Leaves a Lasting Impact in Your Community

Grow Your Business by Building Brand Authenticity

Connect with Others Who Share Your Vision and Values

Guest Speaker: Missy Camp Anderson
Founder/CEO at Passion On Purpose

Spryly, driven, focused, and I am a few words that describe how Missy has honed all her gifts to uplift and empower entrepreneurs, professionals, and creatives to help them pursue and leverage what she calls "their sweet spot" while helping them live out their authentic brands.



Join us to hear Missy's inspiring story about how she helps people find their way, live their life's passion, and monetize it for business.



FULLY DEVOTED

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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 company to increase productivity and decrease over 30,000 hours spent on manual accounting processes. Our team was brought in to lead a 3-week design thinking workshop that would take 5 value streams and lead to a top concept that, if validated, would result in development of the concept at the end of the 3-week workshop.

We split the workshop into 3 sections; Problem Framing, Ideation, and Concept Sprint/User Testing. In week 1, we helped the group identify a problem theme that their colleagues were experiencing across 6 current state journeys, we validated our assumptions through expert user interviews. In week 2, we honed in on our problem theme, developed empathy maps for actors, and began ideating on potential solutions. Finally, in week 3, we took our top concept and began developing questions and hypotheses that needed to be tested, 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.



Three overlapping wireframe-style mockups of a software application. The top mockup shows a 'TRANSACTION INTEGRITY MACHINE CONCEPT' with sections for 'TASKS' and 'ISSUES'. The middle mockup shows a 'TRANSACTION INTEGRITY MANAGEMENT SYSTEM' with a 'ISSUES' section and a 'WORK ORDER' section. The bottom mockup shows a 'WORK ORDER' section with a table of data and a 'Rules' section below it. All mockups include placeholder data and UI elements like buttons and dropdown menus.

BRAD'S WORK

DESIGN STRATEGY 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, our team was tasked with 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. 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 Emergency Officials and Excavating firms. As a team we discussed and mapped out various solutions, sketching out storyboard's that answered questions on how to go about reaching our 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 they identity and directly send private information and events they could attend.

A screenshot of the Phillips 66 Pipeline LLC website. At the top left is the Phillips 66 logo and the text "PHILLIPS 66 PIPELINE LLC". At the top right are links for "Doing Business With Us", "SAFETY", "RESOURCES", "MAPS", "EVENTS", "BLOG", and "CONTACT". In the center, there is a large red shield-shaped button with the text "I Live/Work near a pipeline". Below this button, the text "Discover More About PIPELINE SAFETY" is visible. At the bottom, there are three small call-to-action boxes: one with the text "Our commitment to safety goes even further, with the" and "PROTECT YOURSELF AND OTHERS"; another with "NOTIFICATION REQUIREMENTS"; and a third with the text "In an emergency situation, our priorities are".

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BRAD'S WORK

DESIGN STRATEGY DEVELOPMENT

CLIENT: CARDINAL DATA SOLUTIONS

OBJECTIVE: DISCOVER A WAY TO FIND AND ORGANIZE FILES BASED ON INTERNAL LOCATION INFORMATION



Cardinal Data Solutions was a start-up looking to answer a few questions from their end users to discover which needs were most important. Their core business idea was to develop a Location File Management system that organized files on internal servers based on mined location data "First and Main St, Denver, CO" From there they wanted to display and connect files based on all the location identified or mentioned in the file allowing Engineers, Architects and Construction firms to find historical projects and files faster by using a map interface.

The design team's task was to hold interviews with engineering experts to dive into pains they have when trying to find files on their own server. We discovered that the most common issue was overlap of work between offices, with poor communication on past work. It usually was due to employees who worked on a project no longer with the firm or data that was saved in the wrong folders, not following processes.

From this, our team designed a basic prototype that tackled most common searches a user would do, showing where the files lived on the server, and how the map and file manager worked together. Once the initial prototype was finished we tested the results with end users and asked them to explain what they were thinking and looking at during their usage. After the user tests we discovered which filters/sorting would be best to speed up their ability to find the file needed and when they stopped using the map to find information and when they took over inside their own file structure. We are currently in the process of follow-up sessions to answer questions in regards to other industries the application would be fruitful.

BRAD'S WORK

DESIGN STRATEGY DEVELOPMENT

CLIENT: QUALITY COUNTS

OBJECTIVE: IDENTIFY A WAY TO USE AND DISTRIBUTE 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 ways 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 MSA contracts with clients. It was found that most MSA contracts required a 180 day exclusive agreement and after that the data was free to use and distribute. Past sales and processes 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 street name based location provided, IE First St and Vandeerbee Ave, Los Angeles, CA. This increased the time and decreased sales opportunities, given most projects are based on a group of locations.

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

The solution that was tested and found to work was one that took all 200,000+ locations, exported report totals 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 our data and statewide outside data through a web-map interface, users could access basic data information more freely and discover nearby datasets they may not have searched for by name.

The prototype ended up being incorporated into the new company web portal along side a new client project ordering system. Success was also found in the real estate market and led to further data collection and reporting services offered.