

Perrin Anto Jones

living at the interstecion of design, product + code

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EXPERIENCE

Experience Design Intern / Proto Partners

Sydney, NSW / Oct 2018 - Present

- Synthesize insights from user research with customers and stakeholders for top Australian companies like Optus, Westpac, and NSW government
- Compound results into extensive current and ideal customer journey maps, experience prototypes, and actionable user-driven opportunity areas

Product Designer & Manager / 2hats

Sydney, NSW / Mar 2018 - Oct 2018

- Worked with the CEO and CTO to create seamless user experiences through user interface design, product strategy, and product management for an expanding social startup
- Facilitated agile sprints to design and launch a new web app, mobile app, and admin portal
- Developed a design system for cross platform consistency

Principal UI & UX Designer / Perrin Design Firm

New York, NY / Sep 2017 - Present

- Create design mockups for projects in the fields of user interface, user experience, logo, brand, and strategy design
- Directly helped a client receive \$20,000 investment funding and a partnership with the government
- Clients include Greenpeace Australia, Fortis Society, and NYC Makerspace

Design Researcher / Creative Machines Lab

New York, NY / May 2017 - Dec 2017

- Developed industrial designs and software simulations of SphereBots, a shape-changing modular robotic system
- Prototyped 4 iterations of Spherebots using multi-material 3D printing and laser cutting

Junior Software Engineer / Valogix

Saratoga Springs, NY / May 2014 - Sep 2016

- Designed and developed a web app using HTML, CSS, JS and Python that aggregated the results from daily server health tests for our clients
- Built an automated testing suite using Java and SQL that reduced QA testing time of our web app by 90%

EDUCATION

Columbia University

New York, NY / Sep 2016 - Present

BS, Computer Science (Design Track)
Minor in Innovation & Entrepreneurship

Dean's List & C.P. Davis Scholar - Top 5%

University of Sydney

Sydney, NSW / Feb 2018 - Jan 2019

Visiting Student in User Experience Design

Top Mark in Interaction Design Studio - 1/103

Top Mark in Innovation Design Studio - 1/34

TOOLS

Designing

Sketch
Adobe XD
Photoshop
Illustrator

Prototyping

Invision
After Effects
Principle
Framer

Coding

HTML / CSS
Javascript
d3.js
Python

SKILLS

Formative Research

User Interviews
Surveys / Observation
Focus Groups
Competitive Analysis

Generative Research

Affinity Diagramming
User Personas
Journey Mapping
Sketching / Prototyping

Summative Research

Usability Testing
Heuristic Evaluation
Cognitive Walkthrough
A/B Testing

AWARDS

Future Global Leaders Fellow (20 Worldwide)

Forbes 30 Under 30 Scholar

OzCHI International Design Challenge Winner

Rotary Presidential Scholarship

INTERESTS

Bowtie collecting (I own over 40!)

Sound designing for theatre

Endlessly reading about UX & design

Backpacking around the world

Creating latte art perfection

Laser cutting necklaces