

ASHER PERUSCINI

A **user interface/experience lead** with a background in film production and journalism; Dual-citizen (British/American); can't learn enough; loves to draw; abdicated king; fiddler of new technologies; interested in cryptocurrencies since 2011; Formula 1 fanatic; moved all over the world since I was 4-years-old.

WORK EXPERIENCE

Lead UX Engineer/Designer - myKaarma

2015 - Present | Los Angeles, CA

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 recurring 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/technical advice, resulting in a 92 net promoter 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 product lines, aiding developers to increase understanding of product requirements 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, CA

- 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 - 2015 | Nashville, TN, USA

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EDUCATION

Northern Film School (Leeds Beckett University)

2002 - 2005 | Leeds, United Kingdom

B.A. | Film & Moving Image Production

Middle Tennessee State University

2010 - 2014 | Nashville, TN

B.Sc. | Journalism

SKILLS

UX Design	Personas User Scenarios User Flows Wireframing Sketching Rapid Prototyping
UX Research	Interview Competitive Analysis Heuristic Evaluation Sprints Usability Testing SQL
Tools	Sketch inVision & inVision Studio Photoshop/Illustrator/XD Abstract Figma Zeplin OmniGraffle
Coding	HTML/CSS JS/jQuery GIT GWT React Flutter Bootstrap