

Logan Perryman

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EXPERIENCE

Midnight Mansion

Graphic Designer (Contract)

06/2024-07/2024

An upcoming location-based immersive entertainment company looking to share stories through interactive art, puzzles, and unique in-person experiences.

- Created digital and physical graphics via Adobe Illustrator and Photoshop, for interactive games to be played on location by players of different experience levels.
- Presented designs and physical mock ups to leadership and engineers for full production and testing.
- Tested games and designs through in person player evaluation, user reviews, and overall player engagement.

Victorious

UX Designer

05/2022-03/2024

Victorious is an award winning, value-driven SEO Agency that provides b2b search engine strategies and marketing services.

- Led the design of a keyword rank tracking tool, achieving a 15% boost in operational efficiency on monitoring keyword strategy.
- Collaborated with other designers on several internal and customer-facing tools used to create, build, and monitor their seo campaigns.
- Partnered with stakeholders and cross-functional teams to define product objectives and requirements through user stories for marketing professionals and SEO strategists.
- Led user research initiatives, including user interviews, competitive analysis, and user personas to drive product differentiation and effectiveness.
- Created wireframes, UI components, design system updates, and high-fidelity prototypes.

VEU Inc

UI Designer (Contract)

01/2022-05/2022

VEU Inc. is a metaverse company who are the creators of the Enterverse, a VR community entertainment game.

- Collaborated with leadership, concept artists, and game developers to design a user-centric interface for the “Enterverse,” a VR entertainment platform.
- Created wireframes for UI assets and HUD prototypes for players utilizing VR and desktop experiences.
- Worked alongside marketing teams on designing the initial layouts and user experience for the “Enterverse” website.

Custom Ink
Store Manager

11/2019-12/2021

- Drove significant account growth and enhanced sales through exceptional management and the development of a call coaching program, which improved team efficiency in outreach and customer relations.
- Strengthened cross-departmental collaboration by representing the stores team at tech roundtables, providing critical feedback on new initiatives, and created impactful presentations to articulate monthly goals and OKRs.

Graphic Artist

01/2014-10/2018

- Crafted vector designs and illustrations tailored to diverse client needs, ensuring alignment with industry print standards.
- Mastered Adobe Creative Suite, employing advanced techniques in visual design, typography, and color theory.

Muse Paintbar
Studio Manager & Lead Artist

09/2016-10/2019

- Developed and implemented diverse teaching methodologies to enhance artistic skills, led large-scale painting and entertainment classes for over 50 participants, managed the onboarding and training of new artists through effective coaching, and spearheaded the inaugural art show for the company.

CERTIFICATIONS

Certified SAFe 6 Scrum Master
Scaled Agile

EDUCATION

UX Mentorship, 2021
Kyle White - Director of Product @ Hily

Bachelor of Fine Arts, 2012
Old Dominion University, Norfolk, VA

SKILLS

Responsive Design, Brand Alignment, UI/UX Prototyping, User-Centered Design, Visual Communication, Design Systems, Agile Methodologies, Collaboration, Design Workflows, Journey Mapping, Accessibility Standards, Mobile-First Design, Adobe Creative Suite, User Testing, User Research, Wireframing, Data Analysis, Bootstrap, Project Management, People Management, Customer Service.

TOOLS

Figma, Adobe XD, Jira, Miro, Axure, Asana, Sketch, Adobe Creative Suite, Typeform, Google Analytics, Productboard, Slack