

Ronald D. Perkins

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Objectives

To work with companies of innovative people who value user centered design and customer input for product design, creative commitment and cutting edge technology.

Summary

Interaction Designer and Usability Consultant with significant impact transforming numerous companies. Business Manager, Usability Specialist and User Experience Designer with solid product experience in Web site, Web Application, Telecommunications and Software industries.

- Twenty-five years in user interface research and design, human factors engineering in the computer industry, more recently in Web environments.
- Entrepreneurial spirit, self-starter, resourceful, diplomatic leader.
- Very experienced at user interface design, managing multiple projects, usability testing, expert reviews, and building user centered design processes in corporations.
- Skilled at mentoring others, excellent interpersonal relationship skills.
- Effective in communication with technical staff, management and executives, persistent at goals and deadline oriented.
- Pioneered hybrid market research/usability approach to online services, remote evaluations over the Internet, and video data collection techniques.

Experience

DesignPerspectives.com, Newburyport, MA. 1996 - Present

Founder and Principal

Created a highly successful usability and design-consulting firm serving multiple [clients](#) for Web E-commerce, software applications, Web applications, consumer and medical products. Focused on user-centered design and usability engineering with services ranging from early customer requirements analysis to prototyping and interactive design, lab and remote usability testing, and customer field research.

- Repeat business over 14 years with clients ranging from startups and non-profits to blue chip companies.
- Significant and measurable impact on commercial products and services in Web application, E-Commerce, computer software, medical, financial, travel and music industries.
- Extensive research and design work on Web services and important design elements for Web sites including Information Architecture, Registration and Signup, Search, Navigation, Checkout and Social Networking.
- Recent work on Web application redesigns for Jenzabar Inc. student accounting services, SWISS Air, the Association for Computing Machinery (ACM), ACM Digital Library, and the National Fire Protection Association (NFPA).

AT&T New Media Services (formerly Ziff-Davis Interactive), Cambridge, MA. 1991 - 1996

Customer Research Manager, Interchange Design Group

- Created and directed comprehensive usability research program to guide the design of The Interchange Online Network resulting in a highly usable design with elements seen on many Web pages today.

Senior Interactive Designer, Interchange Design Group

- Core startup member of tight multi-disciplinary design team for Interchange online service coordinating research, design, development, and marketing.

The New England, Boston, MA. 1990-1991

Senior Systems Consultant, Expert Systems Development

Revised corporate design process to include new methods for software development including rapid design and prototyping; reduced development time satisfied users.

Wang Laboratories, Inc., Lowell, MA. 1985-1990

Principal Human Factors Engineer, Research and Development

- Founding member of Human Factors lab; a research team for product design.
- Lead usability engineer on the design of Freestyle, a multi-media communication system incorporating handwriting and voice; Dr. Wang said that Freestyle was the only Wang system that he could easily demonstrate to customers.

Lockheed Corporation, Sunnyvale, CA. 1982-1985

Human Factors Engineer, Systems Effectiveness, Space Systems Division

- Lead designer of user interface for satellite workstation/terminal for a global communications program.

IBM, San Jose, CA 1981

Engineering Psychologist Intern, Human Factors Laboratory

Education

Tufts University, Medford, Massachusetts, M.S. Experimental Psychology, 1981.

University of NH, at Plymouth, NH, B.A. Psychology, Magna Cum Laude, 1977.

Publications/Conference Presentations

Molich, R., Perkins, R., Chisnell, D. and Biesterfeldt, J, "Five users will find 85% of the usability problems" - and other myths about usability testing, *Usability Professionals Association Conference*, Munich, May 2010.

Perkins, R., Case Studies and Issues in the Definition and Rating of Severity for Usability Problems, *Boston Usability Professionals Association Conference*, March 2005.

Perkins, R. Remote Usability Evaluations, *Boston Usability Professionals Association Conference*, March 2004.

Molich, R., Pernice Coyne, K., Perkins, R., Mayhew, D., Politics and Usability: Test your skills against the experts, Panel: *Proceedings of ACM CHI 2003 Conference on Human Factors in Computing Systems 2003 v.2 p.694-695*

Perkins, R. Remote Evaluations using the Internet: comparing methods, *Proceedings, [16th British HCI Group Annual Conference](#)*, London, 2002.

Perkins, R., Remote Usability Evaluation over the Internet, in *Essays on Usability*, Russell Branaghan, ed., Usability Professional's Association, 2001.

Shubin, H., Perkins, R., Web Navigation: Resolving Conflicts Between the Desktop and the Web Workshops, in *Proceedings of ACM CHI 98 Conference on Human Factors in Computing Systems* (Summary) 1998 v.2 p.209

Perkins, R., Belge, M., and Ehrlich, K., Design Reviews: Design for Rapidly Changing Times, *Interactions*, vol. IV.3, May 1997.

Perkins, R.D., (1995), [AT&T Interchange Online Network: Simplifying Information Access](#), Design Briefing, *ACM CHI 95 Conference Proceedings*, Denver, May 8-11, 1995.

Perkins, R.D., Rollert, D., (1994), Interchange, An Online Service for People with Special Interests, in [Usability in Practice](#), Michael Wiklund ed., Associated Press, Cambridge, MA.

Perkins, R.D., Blatt, L.A., Ehrlich, S.F., and Workman, D., (1989), Iterative Tutorial Design in the Product Development Cycle. In *Proceedings of the Human Factors Society 31st Annual Meeting* (pp. 268-272). Santa Monica, CA: Human Factors Society.

Professional Associations

Member [ACM SIGCHI](#), [Usability Professionals Association](#), Past President and past Program Committee Chair for local ACM chapter [BOSTONCHI](#), former member of the [Human Factors and Ergonomics Society](#) and former Program Director [BAYCHI](#), Eastern Mountain Sports Product Evaluation Committee.