

BRADLEY PERKINS

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SUMMARY

Idea, strategy, development and design professional with over seven years experience in digital design and data processing industries. Combines deep industry knowledge with experience guiding digital design projects, product launches, research and development, and mass data collection and software infrastructure design. Excels at identifying inefficiencies and structuring processes to effectively solve big challenges. Experience managing teams of developers, designers, and technicians.

SKILLS & EXPERTISE

HTML5 • CSS3 • JavaScript ES6 • Node.js • Python • SEO • Sleeknote • GitHub • Bootcamp 4 • UX Design
Branding / Rebranding • Design Sprint • Business Strategy • Software Infrastructure Design • Design Thinking
Adobe Creative Suite • Operations Management • Project and Account Management • Problem Solving

EXPERIENCE

SELF-EMPLOYED - [REDSEAM CREATIVE](#) / CARDINAL DATA SOLUTIONS | Denver, CO

Senior Strategist / Principal (full-time)

2018 – Present

Lead Consultant / Principal (part-time)

2012 - 2016

As principal of RedSeam Creative and Cardinal Data Solutions, I have consulted numerous clients on branding strategies, infrastructure design, business strategy, and digital product design. I have designed and built UX prototypes and infrastructures for large software programs in geospatial and enterprising data management industries.

- Assist clients on internal web and software development projects and rebranding efforts.
- Form channel partners for proprietary location file management software and help firms with database generation and raw data processing.
- Lead consulting sessions with management teams for idea and strategy development, with emphasis on UX/UI design, product development, business models, data management, direct mail programs, and stakeholder interaction.
- Conduct industry and market analysis for clients to provide data for efficient execution of business goals.

[QUALITY COUNTS](#) | Charlotte, NC - Denver, CO

Operations Manager, Director of Geospatial Services

2016 – 2018

Hired as the third member of the operations team in Charlotte, NC to run the largest office in the company. Coordinated data collection and processing projects for engineering firms and government agencies. Rapidly promoted due to strong performance to be involved in new product and service development. In 2018, was promoted to take over West Coast remote operations.

- Developed new products, services, and deliverables to meet internal and client geospatial needs.
- Managed teams of 3-5 field technicians, over 200 pieces of data collection equipment, and oversaw more than 350 projects and 4,500 data collection sites.
- Part of the QC research and development team, part of equipment and process improvements, business strategy and infrastructure development for new services, and oversight of new products and services with international partners.
- Built a QC historical data web portal to allow clients to visually see a historical record of all geospatial data sets collected by Quality Counts and other firms to increase client site analysis.
- Designed company infrastructure for re-positioning in new industries while utilizing current staffing and core business processes, work-flows and services.

Appointed to help navigate challenges from a company restructuring and rebranding. Was put in charge to lead a team of both developers and designers and to develop new company procedures and work-flows around software and web design projects under two separate brands and customer focuses.

- Oversaw team of 3 developers and 2 designers. Involved with new client development alongside Chief Strategy Officer to identify and develop target list of clients, partners, and new products and services.
- Developed new processes and procedures: account manager task and team tracking, company file structure system, and quote submission.
- Tracked project timelines, budget, and employee production schedules. Monitored work quality and all out of scope requests.
- Created and defined project parameters/scope of work for design and development teams, while ensuring quality and goals were achieved.
- Translated client needs and vision to design and development teams to ensure estimates were accurate.

Brought on board as the 9th employee to an early upstart utilizing proprietary software to manage mass amounts of geospatial data for government audits. Within 6 months, was put in charge of the largest account and took over as 2nd in command while the President and Director of Operations were out on respective medical leave. Managed over 175 programs and developed custom software solutions and services for Oil and Gas Pipeline clients.

- Coordinated geospatial data analysis, direct mail development and production, and program documentation of annual public awareness campaigns for numerous oil and gas companies.
- Developed content and designs for over 30 direct mail programs, including design and print specifications to be most economical and meet US Postal Service mailing requirements.
- Project manager for over \$3 million in revenue and 175+ projects over the course of two years. Worked directly with the president and vice president of the company as their project and account manager.
- Documented and analyzed program effectiveness measurement ranging from phone surveys, business reply mail surveys, website surveys, and market research.

EDUCATION

KANSAS STATE UNIVERSITY | Manhattan, KS

Bachelor of Science, Economics

Honors & Activities: President, Association of Collegiate Entrepreneurs

2009

CERTIFICATIONS & PORTFOLIO

DESIGN SPRINT FOUNDATIONS

Udacity/AJ & Smart, ONLINE

DESIGN SPRINT MASTER FACILITATION

AJ & Smart, BERLIN, GER

WEB DEVELOPMENT BOOTCAMP

The App Brewery, LONDON, ENG

