

Jacob Perry

Lead UI/UX and product designer with 5+ years of experience designing end-to-end digital products, brand systems and scalable design systems for cultural institutions, healthcare and national member associations. I own the full design arc, from research and stakeholder workshops through prototyping, UI and branding to developer handoff, building working front ends in React, Next.js and Tailwind with AI-assisted workflows.

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EXPERIENCE	Apr 2021 – Present	Adage Technologies, Chicago Lead Designer	Titles	Lead Designer Senior UI/UX Designer UX/UI Designer	2026–Present 2022–26 2021–22
	About	Digital agency serving performing-arts, museum, healthcare and national-association clients. Designed and built a scalable design system on every engagement. Promoted from designer to Lead in under five years while mentoring junior designers.			
	Clients	(Ongoing) Leading research and design for the American Academy of Pediatrics’ consumer health platform, reaching millions of parents. Turning interviews, surveys and focus groups into an accessibility-first (WCAG) brand and theming system. (Ongoing) Leading discovery workshops for the Institute of Contemporary Art Boston, shaping integration and visual design recommendations that reduce visitor friction and raise patron satisfaction. - Established the agency’s largest design system for the Institute of Food Technologists (12 page templates, 16 content blocks, page-level theming) and led a rebrand for a younger audience. Mentored a junior designer and won a Phase 2 engagement. - Unified 6 sister organizations of the American Retirement Association under one adaptive design system. Facilitated 3 days of executive workshops, launched a digital magazine with ad-sellable templates and re-architected a 300–page annual report. - Led the end-to-end redesign of Wolf Trap, the national park for the performing arts, from on-site discovery to a themeable Umbraco design system that cut event support calls and lifted site traffic. - Designed a .NET MAUI app for the American Retirement Association’s 30,000+ members: multi-org theming, AI search and messaging. The CEO unveiled the final design at the national conference. - Partnered with Bruce Mau Design to extend the National Ballet of Canada’s brand refresh into a flexible CMS with custom motion. Featured on <i>Brand New</i> and <i>It’s Nice That</i>. - Completed a patient-first redesign as the sole designer for Access Community Health Network (35+ clinics), including custom find-a-doctor and location-finder tools. - Co-led a digital rebrand for the San Francisco Opera’s post-pandemic reopening: poster-driven page theming, a custom checkout and dynamic navigation.			
	Additional clients	Met Opera, New York Philharmonic, Lyric Opera, Center Theatre Group, The Music Center, Arsht Center, New World Symphony, North Carolina Museum of Art, ZACH Theatre, Phoenix Theatre Company			
	2018 – 21	Celtic Chicago, Inc. Digital Project Coordinator	2016 – 17	The Crowdfunding Blog Marketing Manager	
	2017 – 18	LFI Labs Content Marketing Specialist			
SKILLS	Design	Product design, UI/UX design, end-to-end design, prototyping, responsive design, brand identity and systems, information architecture, motion design	Systems	Design systems, design tokens, design operations, accessibility (WCAG), design-to-development handoff, AI-assisted design workflows	
	Research	User research, usability testing, journey mapping, personas, service blueprints, workshop facilitation	Leadership	Mentoring designers, design critique, setting quality standards, stakeholder and executive facilitation, cross-functional collaboration in Agile sprints	
	Platforms	CMS design (Umbraco, custom templates and blocks), e-commerce and ticketing UX, native mobile, multi-brand theming	Tools	Figma (Dev Mode, Make, MCP server), Tokens Studio, Storybook, Framer, Adobe Creative Suite, Umbraco, Jira	
			Front-end	HTML/CSS, Tailwind CSS, React, Next.js, TypeScript	
EDUCATION & PERSONAL	Degree	North Central College Marketing / Management	Language	Spanish, upper intermediate (B2)	
	Abroad	Cultural immersion programs in China, Greece and Italy	Interests	Photography, film noir, sewing, gardening, and running a wine club with friends	