

# JOHN PERCIVAL

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DESIGN EXECUTIVE | LEADERSHIP | SYSTEMS THINKER

## CONTACT

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## SKILLS

- Design Technology
- Design Systems
- UX & Research
- Product Strategy
- Cross-Functional Leadership
- Advertising Technology
- Automotive Retail

## PROFESSIONAL SUMMARY

Product and design leader with 20+ years of experience transforming digital experiences across creative, UX, research, and people leadership roles. Proven track record of building and scaling high-performance teams and delivering measurable business impact across product, technology, advertising and automotive sectors.

## PROFESSIONAL EXPERIENCE

### Amazon Autos | — 2021 - Present

- Head UX and research for the new automotive sales program
- Managing 15+ cross-functional work-streams
- Developing new customer experience strategies for digital and physical automotive shopping platforms on Amazon

### Amazon Design System | 2020-2021

- Transformed Amazon's store-wide design experience
- Attributed nine-figure downstream financial impact
- Improved Net Promoter Score from -26 to +7
- Increased customer design system perception

### Amazon Automotive Advertising | 2019 - 2020

- Drove 80% year-over-year vertical growth
- Managed eight-figure annual revenue
- Built team across 5 US cities (SEA, NY, LA, Detroit, Minneapolis) during pandemic
- Secured first automotive multi-million Joint Business Plan (JBP) with OEM

### Amazon Design Technology | 2013 - 2019

- Founded, defined, and scaled Design Technology organization within Advertising and global company
- Managed global team of 40+ professionals across six locations
- Led transition from Flash to HTML5 advertising formats for Amazon
- Pioneered cross-functional design and technology integration for custom advertising experiences for large brands

## PUBLICATIONS & SPEAKING

- HTML5 Advertising, Apress 2012
- Published various articles on Digital Advertising evolution
- Speaker: Adobe Max, Mobile Trends, DevCon5, Amazon WebDevCon, Conflux, and Design Technology Summits

## EDUCATION

Art Institute of Philadelphia — Digital Media Production, 2007