

# Brian Pepler

## WORK EXPERIENCE

### Lead UX Designer

The Advisory Board, Austin, TX | February 2010 - Current

Translate business goals into useful, usable, and desirable user interfaces. Develop use cases, storyboards, wireframes, interaction patterns, prototypes, visual designs and standards.

### UX Designer

Solarwinds, Austin, TX | May 2009 - February 2010

Conducted user requirement analysis and designed information architecture, wireframes, interaction patterns, prototypes, and visual designs. Established brand and style guidelines.

### Interactive Designer

Peace Corps, Washington, DC | June 2005 – November 2008

Directed online strategy and managed complex design and development projects. Oversaw cross-functional teams to create online fundraising and marketing initiatives, including targeted minisites and social networking campaigns. Specific projects included revising user flows and user interfaces for volunteer and donation processes, which yielded a 15% increase in applicants and a 40% increase in monetary contributions.

### Internet Marketing Consultant

AmeriCorps/CNCS, Washington, DC | November 2002 – June 2005

Created strategy documentation, including information architecture, user profiles, and use cases. Developed and evaluated focus groups, interviews, and surveys to inform coordinated redesigns of organization's websites. Developed and maintained six websites for CNCS, including AmeriCorps, USA Freedom Corps, and MLK Day. Established web content style guidelines and standardized website UI. Supervised employees in both technical and non-technical positions and oversaw external agency that provided web technology services.

### Web Editor

LifeBridge Health, Baltimore, MD | November 2001 – November 2002

Managed day-to-day operations of multiple LifeBridge Health websites, including development of copy and graphics. Directed concurrent redesigns of five LifeBridge Health websites. Adapted radio, billboard, and print advertising into online content.

## EXPERTISE

User Interface Design  
Interaction Design  
Graphic Design & Branding  
Information Architecture  
Accessibility  
Heuristic Evaluations  
Usability Testing  
Wireframing & Sketching  
Prototyping  
Design Specifications  
Persona & Usage Scenarios  
Design Standards & Guidelines  
Agile/Scrum Teams  
HTML/CSS/JavaScript  
508/W3C/WCAG Guidelines

## SOFTWARE

Photoshop  
OmniGraffle/Visio  
Illustrator  
Fireworks  
Dreamweaver  
Flash  
Premiere  
After Effects

## EDUCATION

University of Maryland, College Park  
BA, English; 2001

## AFFILIATIONS

Interaction Design Association  
Usability Professionals Association  
Taproot Foundation  
W3C HTML Working Group

## AWARDS

2008 Webby Award (Peace Corps)