

# Brian Pepler

## WORK EXPERIENCE

### User Experience Designer

Independent Consultant, Austin, TX | September 2008 - Present

Develop information architecture, wireframes, interaction patterns, prototypes, and visual designs. Additionally, create user profiles and use cases, and establish brand and style guidelines as necessary. Produce front-end markup using valid XHTML, CSS, JavaScript, and PHP. Recent and ongoing work includes designing websites and web applications for SolarWinds, Advantix Solutions Group, and American YouthWorks.

### Interactive Designer

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

Lead designer and front-end developer for all peacecorps.gov projects. Created information architecture, user flows, wireframes, prototypes, visual designs and front-end code. Managed complex design and development projects. Maintained and evolved brand standards. Created valid, semantically correct markup using XHTML and CSS and adhered to WC3, WCAG, and Section 508 standards.

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 Specialist

Corporation for National and Community Service (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 style guidelines and standardized website content submissions. 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 Experience Design  
User Interface Design  
Information Architecture  
User Accessibility  
Technical Project Management  
Cross-browser/platform Compatibility  
Search Engine Optimization (SEO)  
508/W3C/WCAG Guidelines  
CSS/HTML/XHTML  
JavaScript  
XML  
PHP  
ColdFusion  
SQL

## SOFTWARE

Photoshop  
OmniGraffle/Visio  
Illustrator  
Fireworks  
Dreamweaver  
Flash  
Premiere  
After Effects

## EDUCATION

University of Maryland, College Park  
BA, English; 2001

## AFFILIATIONS

Interaction Design Association  
Refresh Austin  
Taproot Foundation  
W3C HTML Working Group

## AWARDS

2008 Webby Award (Peace Corps)