



cale peeples

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client list

Acer Computer	Sears
OP Contract	Disney interactive
Miller-Freeman	Addicted to Noise
Network Peripherals	Adam and the Alien
Digital Island	IUMA
Healthcon	The Burning Man
Computer City	Glaucoma Research
DirecTV	Foundation
Avery Dennison	IPass
MeetWorldTrade	Nevada Bob's Golf
Categoric	Claris
Maxstrat	E ² Trade
Sun Microsystems	Beyond.com
Hewlett-Packard	Norstan Telecom.
Fujitsu	Fenwick & West
NAACP	AICPA
Communication Arts	Yahoo!
GTE	Tryarc, Inc.
Solopoint	Wellpressed, LLC.
Cisco Systems	Anosys
Bechtel Group	Epiphany, Inc
Philips	Marketo
Netscape	SSA Global, Inc.
Oracle Corporation	Simplay Labs
Bank of America	Wink
Intuit	
Egghead Computer	
S3 Incorporated	
Geoworks	
Lockheed Missile and	
Space Corporation	
Aficionado	
Computer Associates	
Fat Brain	
JC Whitney	
Lesco	
AIG	

employment

SSA Global

OCTOBER 2004- PRESENT

Senior User Interface Architect

In addition to continuing the overhaul of the Epiphany products, my role with SSA expanded to all of the existing and new products - worldwide (over 50 and counting). My role consists of maintaining the high standards of usability and graphical finish of the SSA product line. I routinely created RDRs, Usability Reports, Standards and Actual Deliverables for the SSA product lines. Additionally, the UE team is creating a leading-edge product framework - leveraging our partnership with Microsoft - we are utilizing the new WPF framework and new technologies available in Windows Vista.

Epiphany

DECEMBER 2004 - OCTOBER 2005

User Experience Specialist

Epiphany provided CRM, Blended Marketing, Sales and Service solutions for over 475 customers worldwide - including nearly 35% of the Fortune 100. In 2005 I was hired to assist in undergoing a major overhaul of the Epiphany product lines - from Information Architecture, Interaction Design, User Interface and Branding. Working with Product Management, Marketing and Engineering. We had managed to lay the groundwork for huge improvements in usability, manageability, reliability and performance when we were acquired by SSA Global.

Cale Peeples Design

OCTOBER 2002 - DECEMBER 2004

Founder

Cale Peeples Design was founded on the belief that internet and new media design - regardless of their relative newness - still benefit from solid design principles and methodology. Drawing on my experience across multiple disciplines (and a near bottomless contact list) I can provide Full Services solutions to clients without the overhead associated with other agencies. Cale Peeples Design specializes in User Experience, Information Architecture, User Interface Design for web and multimedia applications.

Venuti & Associates / The Sightline Group

APRIL 2001 - OCTOBER 2002

Creative Lead

As the Creative Lead for VA & The Sightline Group, I was responsible for overseeing all of the Creative Direction and Production for all of our clients. Frequently, we were asked to produce: Marketing Plans, Presentations, Websites, Collateral, E-Mail Programs, Direct Mail and Advertising. Through-out the course of a project, I managed and directed: Designers, Project Managers, Architects, Developers and Production staff in tight-deadline and mission critical situations.

I-Storm, Inc

JUNE 2000 - APRIL 2001

Creative Director

At I-Storm, I was responsible for making sure that all of the work that left I-Storm was of the highest creative and visual quality - this includes internal as well as the award winning work we did for our clients. This includes managing not only the design staff, but the sales and project management teams, as well as the technical delivery group. In addition to client management and sales work, my duties involved: Brand management, User Experience management, Interface Design, Graphic Design, Content Development, Technical Delivery and Implementation, Group and team leading, Project Management and billing.

Solopoint.com

MARCH 2000 - JUNE 2000

Director of User Interface

As director of UI for Solopoint.com and the Solopoint device, my responsibilities were to Architect and design the User Interface for a new brand of Internet Appliance. This included: Ground level Architecture, UI development, documentation, design and user testing. In addition, a large portion of my time was devoted to building strategic business partnerships and coordinating contractors.

I-Storm Inc.

JULY 1998 - MARCH 2000

Director of Information Architecture/User Interface

Responsible for the planning, development, design and deployment of large commerce focused web sites; Create and document the User Experience and Interaction Architecture; Lead Information Architects, Senior Designers, Technical Developers and Production Staff; Present Informational Systems and designs to clients and partners; Plan and lead User Interaction and QA labs

Senior Information Architect (July 1998 - October 1999)

Responsible for the development and deployment of large commerce focused web sites; Develop a focused and well navigable web site architecture (from the Users perspective); Lead Junior Designers and Production Staff; Document the User Experience and interaction points of Internet commerce systems

LVL Interactive

NOVEMBER 1996 - JULY 1998

Communication Arts Magazine

MAY 1995 - NOVEMBER 1996

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education

Madison Area Technical College 1993 - 1995 Design Associate

University of Wisconsin Platteville 1990 - 1993 Fine Art/Art History

major awards, achievements & group affiliations

Northern California Gold Addy 1998 Philips Nino Web site

BayCHI 1998

Guest Lecturer 1997- PRESENT University of Santa Cruz Extension

Cool Site of the Day (#50 est.) 1994 The BURNINGMAN Project

philosophy

My philosophy is simple. That's it. Simple. Not to say plain, but a focus & elegance that can only be achieved by an understanding of the problem at hand and a thorough and creative solution. **Simple.**

services & skills

Information Architecture

User Interface Design

User Experience Design

Graphic Design

Illustration

Web Development (Front End)

Web Development (Back End)

Web Multimedia

Software Development

CD/DVD Rom

Video & Kiosk

Product Prototyping

references

David Beach

Director Product Management

Wink

beach@wink.com

(408) 349-6884

Darren McCormick

UE Evangelist

Microsoft

(414) 333-2212

John Broady

Director of Programming

CNET

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(415) 596-0680

Steve Venuti

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Co-Founder LVL Advertising & Interactive

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