



## cale peeples

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(650) 218-3058

## client list

Acer Computer	Sears
OP Contract	Disney interactive
Miller-Freeman	Addicted to Noise
Network Peripherals	Adam and the Alien
Digital Island	IUMA
Healtheon	The Burning Man
Computer City	Glaucoma Research
DirecTV	Foundation
Avery Dennison	IPass
MeetWorldTrade	Nevada Bob's Golf
Categoric	Claris
Maxstrat	E*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	EpiphanyInc
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	
JCWhitney	
Lesco	
AIG	

## employment

### IBM

APRIL 2008 - PRESENT

#### User Experience Architect

Working as an architect in the BI group of IBM, I am directly responsible for the user experience of 3 products and strategies: IBM Cognos Real-time Monitoring, IBM Cognos Dashboard and our mobile experience strategy. My role allows me to work with the products and features from conception to execution - with teams local to the Bay Area and spread throughout the world. Together with 3 other architects, I am also responsible for the entire UX strategy for our division with IBM. Additionally, within the larger IBM UX community I regularly sit on architecture boards/reviews and lecture with the company on UX techniques and technologies.

### CeleQuest/Cognos

APRIL 2007 - APRIL 2008

#### Senior User Experience Architect

Prior to its acquisition by Cognos and then IBM, CeleQuest was an appliance-based real time monitoring and dashboard solution - primarily targeted and mid-market customers. I was the sole user experience/designer for the product. Responsible for every pixel and interaction within the application. Additionally, I was involved in much of the strategy work and selling of the solutions. After the Cognos acquisition, my role was expanded to cover much of the Cognos products as well and the original CeleQuest line.

### SSA Global/INFOR

OCTOBER 2004- OCTOBER 2006

#### 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.

### 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.

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### 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

### Cale Peeples Design

1995 - PRESENT

## 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

Product Management

Yahoo!

[beach@yahoo-inc.com](mailto:beach@yahoo-inc.com)

(408) 349-6884

### Darren McCormick

UE Evangelist

Microsoft

(414) 333-2212

### Shankar Venkataraman

Program Director & STSM - Cognos BI - Business User Experience

IBM

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### Steve Venuti

President HDMI

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

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