

KYLE PEPPERS

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CAREER LESSONS

SENIOR SERVICE
DESIGN LEAD

STEAMPUNK

06.2021–Today | Service Designer 10.2020–05.2021

Lessons: SERVICE DESIGN | TEAM LEADERSHIP | ETHNOGRAPHIC RESEARCH

Clients: Department of Homeland Security - United States Citizenship and Immigration Services, Department of Defense - Defense Contract Management Agency

- + Shepherd clients through Steampunk's Design Intelligence™ process, introducing human-centered design methods to develop strategic approaches to multi-agency, systemic modernization initiatives.
- + Lead and mentor teams of UI/UX designers, service designers, strategists, and software developers to work alongside cross-functional client teams in an agile environment.
- + Working alongside the design team, develop project plans to exceed client tactical needs and goals while building strategic capacity for long-term thinking.
- + Guide projects through design-led discovery initiatives including observational interviews, co-creation workshops, and journey mapping to uncover pain points and identify strategic opportunities.

CURIOSITY ATLAS

03.2015–11.2020

Lessons: DESIGN STRATEGY | CURRICULA DESIGN | STRATEGIC DISRUPTION

Clients: Google, YouTube, Mozilla, Robinhood, Genentech, Princess Cruises, Oakland Public Library, ICI/Toyota Innovation Lab, Hannaford Grocery

- + Leveraging design thinking, partnered with interdisciplinary client teams to spark new insights, design systemic solutions, build creative capacity, and launch thoughtful, innovative products and services.
- + Co-designed bespoke processes to explore client challenges with a combination of human-centered design methodologies and our own curiosity-centered approach to creativity, The Curiosity Advantage.
- + Co-created Curiosity Quests—multi-day immersions into strategic themes through a combination of ethnographic research, analogous experiences, and extreme user and expert interviews.
- + Planned and facilitated hands-on learning workshops to make the human-centered design process approachable, insightful, and as creatively taxing as possible for senior professionals in industries spanning tech to non-profit to grocery.
- + Drawing on academic research—including but not limited to neuroscience, human behavior, zoology, and psychology—continually developed and tested new methods and learning tools.
- + Co-created a two-month employee development curriculum of self-guided, hands-on activities to foster creativity and curiosity in workplace culture.

INDEPENDENT CONSULTANCY

06.2014–11.2020

Lessons: CLIENT ENGAGEMENT | CREATIVE FACILITATION | DESIGN RESEARCH

Clients: City of Sacramento, California State University Sacramento, Scott Harvey Wines, Sacramento Dept. of Transportation, Amador Vintners Association

- + Worked with client stakeholders to identify and frame challenge space, realize strategic vision, and develop service roadmaps.
- + Lead client teams through the human-centered design process to build conviction, understanding, and empathy for the customer experience.
- + Convened a working group of public, private, and academic leaders to develop a social innovation lab for the Sacramento community.

EXPERIENCE DESIGNER &
STRATEGIST

DESIGN & INNOVATION
CONSULTANT, PRINCIPAL

OTHER LESSONS

DESIGN FELLOW

MARYLAND INSTITUTE COLLEGE OF ART CENTER FOR SOCIAL DESIGN
09.2013–12.2013

OPERATIONS MANAGER

CATHOLICS FOR CHOICE
01.2008–09.2012

MEDIA & EVENTS DESIGNER

GAY CITY HEALTH PROJECT
02.2006–01.2007

PROGRAM COORDINATOR

LIFELONG AIDS ALLIANCE
10.2001–12–2005

CERTIFIED LESSONS

MBA

JOHNS HOPKINS UNIVERSITY CAREY BUSINESS SCHOOL
06.2014

MA, DESIGN LEADERSHIP

MARYLAND INSTITUTE COLLEGE OF ART (MICA)
06. 2014

Innagural class of the dual-degree Design Leadership Program applying human-centered design to business strategy.

BA, LIBERAL ARTS

THE EVERGREEN STATE COLLEGE
Focus: Cultural Anthropology

PERSONAL LESSONS

VICE PRESIDENT

CREATIVITY+

01.2020–11.2020 | Program Chair 01.2019-12.2019 | Treasurer 02.2018-04.2019

Rallied and guided 20+ volunteers in championing Sacramento's creative ecosystem. Recruited and mentored volunteer board of directors. Created and facilitate the BrainTrust program—a design thinking effort to convene our creative community to tackle strategic civic challenges in partnership with city leaders. The process included observational interviews, synthesis, collaborative ideation, and prototyping.

GRAPHIC & BRAND DESIGNER

BENT, THE SACRAMENTO LGBTQ FILM FESTIVAL

08.2014–10.2020

Planned, developed, and designed printed and digital collateral. After 3 years, facilitated a rebranding process with the board of directors with the intent to better represent a more inclusive and accessible community event.

STUDIO MENTOR

DESIGN FOR AMERICA, UC DAVIS

05.2014–05.2020

Taught and guided undergraduate students through the human-centered design process in the context of real-world social challenges. Mentored student leaders in workshop design, group facilitation, public speaking, community relationships, navigating academic bureaucracy, leadership, job searches, and interviewing skills.

LIFE LESSONS

Over the course of my career, I have learned a lot of lessons; most of them enjoyable, many of them wonderfully uncomfortable, each of them an outstanding story.

Laughing in the face of danger + Low-fidelity prototyping + Carpentry + Branding + Keynote + Idea translation + Program management + Adobe InDesign/Illustrator/Photoshop + Facilitation + Design Thinking + Creative ideation + Team building + Storytelling + Strategic planning + Trends research + Journey mapping + Personas + Ecosystem mapping + Storyboarding + HCD workshop facilitation + Field research planning + Usability research + Ethnographic research + Survey creation & analysis + Trends research + Stakeholder herding