

KYLE PEPPERS

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GREATEST LESSONS

- + Living a curious life has taught me to treat 'I don't know' as a start, not an end.
- + Leading teams for 10 years has taught me how much can be achieved through helping others shine.
- + Practicing human-centered design for 13 years has taught me to always ask 'Who?' first.
- + 10 years of capacity building taught me design teams create more impact as agents, not authorities.
- + Designing and facilitating innovation sprints for 10 years has taught me the impact of laughter and play.

CAREER LESSONS

DESIGN OPERATIONS LEAD

Steampunk

Iteration 2: 11.2024–Today

Iteration 1: 10.2020–12.2022

LESSONS: DESIGN OPERATIONS | TEAM LEADERSHIP | SERVICE DESIGN

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

- + Replaced a compliance check nobody trusted with DI SoundCheck, an enterprise-level, Cosmo-quiz-inspired assessment that gives teams an "album" of their delivery strengths and blind spots, and gives leadership its first honest read on delivery health. A deliberate change management plan landed it with 36 teams at 85% participation.
- + Built SoundCheck and its custom analysis tool with AI as my coding partner (I don't code), then designed the rollout plan, turning raw survey data into coaching plans for project teams.
- + Coach project leadership and delivery teams to drop disciplinary silos and see themselves as unified systems; helping PMs, BAs, and discipline leads better recognize strategic impact opportunities.
- + Shepherds client executives and delivery teams through the Design Intelligence® framework—using prototypes, journey maps, and service blueprints to surface new ideas and build strategic capacity.
- + Lead the FEMA Innovation project team to deliver a new service platform in less than 5 months by integrating super powers within the delivery team: including developers in design research, designers practicing Agile, and co-designing the experience with the client team.

SENIOR SERVICE DESIGNER

WeightWatchers

01.2023–08.2024

LESSONS: PROJECT LEADERSHIP | BUSINESS DESIGN | SERVICE IMPLEMENTATION

- + Led a team to rescue a shelved community chat feature by reframing around member-driven support, designing a two-sided Coach-organized experience that scaled to 202K members, 1,200+ groups, and 2% sustained daily participation.
- + Pushed back on executive pressure to launch prematurely in order to run two market pilots that challenged assumptions about the Coach's role, ultimately saving \$1M+ in staff hours while designing an experience that better served both Coaches and members.
- + Designed and facilitated cross-functional workshops with executives and leads from across the organization, surfacing gaps between existing behavioral research and current member offerings; generated a year's pipeline of experiments spanning new products, services, app features, and business models.
- + Functioned as an internal design consultant for the B2B team, using service blueprints and journey maps to reimagine insurance-funded memberships—balancing health regulations, business goals, operational realities, and member needs to deliver an operationalized future-state model.

CAREER LESSONS (cont.)

DESIGN + RESEARCH
STRATEGIST
Curiosity Atlas
03.15–10.2020

LESSONS: DESIGN STRATEGY | CURRICULA DESIGN | STRATEGIC DISRUPTION

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

- + Co-designed and facilitated innovation processes that combined human-centered design with our own curiosity frameworks, creatively taxing clients to find inspiration in unexpected places while keeping the work anchored to real human needs.
- + Co-designed and led multi-day Curiosity Quests for Fortune 100 clients—immersive dives into strategic themes through sources as unlikely as freestyle jazz, federal prison programs, and professional cuddlers to surface insights and wonderfully uncomfortable inspiration.
- + Co-created workshops and curricula focused on curiosity capacity building, teaching leaders and executives to find inspiration outside their industries and turn insights into actionable opportunities.
- + From ideation to launch, co-designed the Detourists for Princess Cruises—a new branded experience connecting cruisers to local cultures through discovery and play, successfully piloted and expanded to new ships around the Caribbean.

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

CERTIFIED LESSONS

MBA

JOHNS HOPKINS UNIVERSITY CAREY BUSINESS SCHOOL

MA, DESIGN LEADERSHIP

MARYLAND INSTITUTE COLLEGE OF ART (MICA)

BA, LIBERAL ARTS

THE EVERGREEN STATE COLLEGE
Focus: Cultural Anthropology

LIFE LESSONS

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

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