

KYLE PEPPERS

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GREATEST LESSONS

- + Being a lifelong learner has provided endless inspiration through new perspectives.
- + Leading teams for 10 years has taught me how much can be achieved through helping others shine.
- + Practicing human-centered design for 12 years has taught me to always ask 'Who?' first.
- + 13 years of leading and synthesizing research has shown me the power of a thoughtful question.
- + Designing and facilitating innovation sprints for 10 years has taught me the impact of laughter and play.

CAREER LESSONS

SR. SERVICE DESIGN LEAD

Steampunk

Iteration 2: 11.2024–Today

Iteration 1: 10.2020–12.2022

LESSONS: DESIGN OPERATIONS | TEAM LEADERSHIP | ETHNOGRAPHIC RESEARCH

Clients: Federal Emergency Management Agency - Innovation Branch, 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 strategically modernize global service processes and systems.
- + 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.
- + Develop internal operational systems and tools to improve adaptability and application of Design Intelligence™ methods across client portfolios.
- + Designing an assessment and feedback loop to measure project maturity, KPIs, and opportunities for improved excellence in Design Intelligence™ delivery.
- + Develop and manage project plans focused on exceeding client tactical needs and goals while building strategic capacity for long-term thinking.
- + Guide design-led research and discovery initiatives including observational interviews, co-creation workshops, and journey mapping to uncover customer pain points and strategic opportunities.
- + Regularly brief executive leadership, leveraging design artifacts and storytelling to create buy-in and a shared sense of ownership around decision-making and strategic direction.

SENIOR SERVICE DESIGNER

WeightWatchers

01.2023–08.2024

LESSONS: PROJECT LEADERSHIP | BUSINESS DESIGN | SERVICE IMPLEMENTATION

- + Designed, tested, and operationalized end-to-end experiences and business models focused on enhancing in-person services with new technologies while championing member and provider needs.
- + Within two months, brought together global leaders across Service Design, Behavioral Science, Coaching, Operations, Research, and Product Design to lead a gap analysis of in-person services, resulting in science-based program strategies to better meet member needs.
- + Led cross-functional efforts across Product, Coaching, Operations, Training, and Field Support to design, pilot, and launch an in-app community chat platform, enabling Coaches and members to better support each other on their weight health journeys. The feature achieved 17% daily access and 2% daily participation.
- + In response to waning Workshop attendance, developed and piloted a new business model enabling members to apply behavior change in real-world settings with community and coaching support. The model used 80% fewer resources, allowing greater agility in service delivery.
- + Applied and taught design methods—service blueprints, journey maps, and more—to re-imagine B2B offerings that aligned health insurance regulations with business goals, client needs, operational realities, and the member experience.

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

- + 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 innovation processes to explore client challenges through a combination of human-centered design methodologies and our own curiosity-centered approach to creativity, The Curiosity Advantage.
- + Designed and implemented research and discovery plans—co-creation sessions, discussion guides, 1x1 observational interviews, surveys, empathy exercises, quantitative data analysis, etc.—to inform strategic visioning, product direction, and service/experience design.
- + Co-created Curiosity Quests—multi-day immersions into strategic themes through a combination of ethnographic research, analogous experiences, and extreme user and expert interviews.
- + Designed and facilitated hands-on learning workshops for senior executives to make the human-centered design process approachable, insightful, and as creatively taxing as possible.
- + 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.

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 wonderfully uncomfortable, 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