



Profile

Eighteen years experience as a UX designer and developer, digital strategist and user experience architect. Highly skilled in front-end development, CMS implementation and project management. Experienced at crafting digital strategy, information architectures and user experience. Expertise in aligning digital strategy with organizational priorities and executing across all digital channels.

Digital Expertise

Strategic

Digital strategy
Content strategy
Online branding
SEO, SEM
Social media
Email marketing
Google Analytics

Technical

HTML, CSS, JavaScript, Sass
Front-end frameworks
Word Press, Drupal, Jekyll
Git version control
Node, PHP, Ruby
Adobe Creative Cloud
Mac operating system

Creative

Responsive web design and development
User experience and user centered design
Web typography
HTML email design

Digital Experience

Aquilent

Senior User Experience & Technical Specialist | June 2014 – present

Aquilent is a technology solutions and digital services provider focusing on the federal government. There, I have worked with the following clients:

- Centers for Medicare & Medicaid, healthcare.gov: Senior front-end developer
- US Department of State, Bureau of International Information Programs: Wordpress developer
- HHS, Office of Civil Rights: Senior information architect
- USPS, Human Resources intranet: Senior information architect

Catholic Relief Services

Digital Director | October 2002 – February 2014

Lead the digital presence for global humanitarian aid organization. Creative and technical director for all public facing web properties. Primary digital strategist. Built online presence generating \$5-15M in online donations annually.

- Managed direction of online brand identity
- Directed design integrity for all digital properties
- Implemented platform for online fundraising, email marketing and advocacy

- Spearheaded redesign, standards-compliant code and launch of 5000-page website
- Manage staff of nine design, technical, user experience and content professionals
- Integrated additional content providers into the team workflow
- Supervise development of web applications for content management and data collection

Web Design Manager | May 1999 - October 2002

- Grew team from one to six design and content professionals
- Designed and executed first in-house site redesign and five-year enhancement plan
- Designed graphical user interface components for website
- Managed website content
- Collaborated with other departments to develop email communication vehicles
- Vendor management new technology and software research & selection

Peter Kaizer Digital

Digital strategist, developer & user experience architect | 1999 - present

Digital strategy, responsive design and development, email marketing and user experience design for clients ranging from NIH and the University of Maryland to non-profits and small businesses.

University of Baltimore

Adjunct Professor, Digital Design

Instructor in introductory and advanced web and user experience design for undergraduate corporate communications and graduate publications design students.

Education

BA, Visual Art and Design | Bennington College