



# BRIAN DIPERT

## EXPERIENCE

**Manager UX-Design** (6/2018 — Present)

**Sr. User Experience/Interactive Designer** (10/2013 — 6/2018)  
Rockwell Automation

- Provide creative direction and execution across a multi-brand and multilingual interactive portfolio that includes websites, mobile apps and desktop applications
- Lead the digital design practice and the creation of a scalable and reusable design system
- Serve as the subject matter expert on user-centered philosophies, interaction design best practices and accessibility
- Direct the user experience and functionality through prototypes, wireframes, functional specifications and high-fidelity mockups
- Develop, conduct and analyze usability testing with external and internal customers
- Collaborate with business owners and cross-functional teams to develop a holistic customer experience across multiple platforms and mediums
- Develop and implement a dynamic metadata strategy to automate and optimize content delivery
- Manage and prioritize an immense project workload for design and developer resources while ensuring on-time and on-budget delivery
- Enforce, build and maintain brand and coding standards

**Sr. Design and Development Mgr./Digital Creative Director** (3/2011 — 10/2013)

**Web Designer** (1/2009 — 3/2011)

Giant Eagle Inc.

- Provide digital creative direction and execution for \$10B+ multi-format retailer
- Hire, supervise and mentor a high-performing team of front-end designers and developers
- Collaborate with business owners and marketing managers to provide effective creative execution and user experience via digital
- Effectively manage vast and complex project load and timelines, and mobilize resources accordingly
- Serve as brand steward via all digital channels
- Develop and enforce digital design and brand policies and guidelines
- Serve as a liaison with internal and external creative and technology teams
- Manage QA and UAT for all digital deliverables

**Illustrator/Designer** (8/2006 — 10/2008)

University of Pittsburgh Medical Center - Medical Media Services

**Graphic and Web Designer** (5/2006 — 9/2011)

Vector Studios (freelance company)

## EDUCATION

**Bowling Green State University**

Bachelor of Science, Visual Communication Technology

Major: Visual Communication Technology (Focus: Interactive Media)

Minor: Marketing

GPA: 3.57

Graduate of Honors Cum Laude

Dean's List: Spring 2003, Fall 2003, Spring 2005, Spring 2006

## SKILLS

### Analytics

Adobe Analytics | SiteCatalyst  
Google Analytics  
Google DataStudio  
Google Firebase  
Woopra

### Code/Frameworks

CSS | CSS3  
HTML | HTML5  
Google Tag Manager  
JavaScript | jQuery  
PHP  
Responsive | Bootstrap  
.NET | MVC

### Content Delivery/Management

Akamai  
EpiServer  
Sitecore  
TeamSite

### Operating Systems

iOS | Android  
macOS | Windows

### Project Management

Agile Methodology  
Basecamp | Harvest  
Rally  
SharePoint  
Workamajig

### Software

Adobe Creative Cloud  
Axure | InVision  
Microsoft Office 365  
OmniGraffle | Visio  
OneTrust  
Site Improve  
Sketch | Adobe XD  
Sublime Text | TextMate  
Visual Studio | Xcode  
Zeplin

### Web Browsers

Chrome  
Firefox  
Internet Explorer | Edge  
Safari

