



BRIAN DIPERT

EXPERIENCE

Sr. User Experience/Interactive Designer

Rockwell Automation

- Provide creative direction and execution across a multi-brand and multilingual interactive portfolio that includes websites and mobile apps
- Serve as the subject matter expert on user-centered philosophies and interaction design best practices
- 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 an immense project workload and ensure on-time and on-budget delivery
- Enforce, build and maintain brand and coding standards

October 2013 — Present

Sr. Front-end Design and Development Manager/Digital Creative Director

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

March 2011 — October 2013

Web Designer

Giant Eagle Inc.

January 2009 — March 2011

Illustrator/Designer

University of Pittsburgh Medical Center - Medical Media Services

August 2006 — October 2008

Graphic and Web Designer

Vector Studios (freelance company)

May 2006 — September 2011

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

Code/Frameworks

CSS | CSS3
HTML | HTML5
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
SharePoint
Workamajig

Social

Facebook
Pinterest
Twitter
WeChat
YouTube

Software

Adobe Creative Cloud
Axure
Microsoft Office 365
OmniGraffle
Sublime Text | TextMate
Visio
Visual Studio
Xcode

Web Browsers

Chrome
Firefox
Internet Explorer | Edge
Safari

