

Cale Peeples

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(650) 218-3058

About

A creative professional with experience in advertising, marketing, graphic design, illustration, creative direction, design management, design systems, web design, app design, dot coms, mobile, start-ups, Fortune 50s, B2B, B2C, 3D, AR, VR...

Speaking

Designing for Business at UX Design Summit

San Francisco 2016

Summit for product builders and designers, my talk was about strategies for integrating a design team into the business.

Designing Healthcare at Design for Health

San Francisco 2015

Quick format speech to designers in the healthcare space about how we built a strong design team at Grand Rounds, Inc.

Awards

Patent from US Patent Office

METHOD AND SYSTEM OF BIDDING IN A VEHICLE

Issued Aug 14, 2012

2012

Patent description

It has been more common for users to utilize electronic devices in moving vehicles as in, for example, automobiles. The user interface may be displayed on an in-dash computer screen or may be located on a smartphone, which may be carried or may be physically mounted on a dashboard of the vehicle, for example.

Lifestyle Handheld Device (ebay Motors) from Webby Awards

2012

ebay Motors app

Best Camera App (ebay Fashion) from Webby Awards

2012

ebay Fashion app



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Features

A People's History of Burning Man [Podcast] Volume 3

2024

Back again by popular demand: more tales from Burning Man's oral history project, an ambitious endeavor to track down and talk with people who helped shape the culture as we now know it...

Fanatics' Apparel Customization Tool, Re-Designed from the Ground Up on Medium

Excerpt from the article by Steve Saul. 2016

Personalization has been shown to increase customer engagement and brand loyalty: we've found this to be especially true at Fanatics, where our mission is to help fans amplify their pride and create connections through sports.

One way that we help create a personal connection between fans and the teams they love is by offering customized fan gear. Our team, led by Csaba Halasz, Sylvina Tang, Tom Stephens, and Cale Peeples recently re-designed our apparel customization tool from the ground up. Along the way, we learned some valuable lessons about building an immersive tool with both desktop and mobile browsers in mind.

ebay Motors finally gets its own iPhone app on Autoblog Exerpt.

2012

"If you're anything like us, trolling eBay Motors for cars you can only hope to one day own is like teeth brushing or hair combing – you could go without it for a day, but it wouldn't be a very good day. Thankfully, the chances of that happening have just dropped to nothing with this week's introduction of the eBay Motors iPhone app [iTunes link]. Sure, eBay itself has had an iPhone app for a while, but it's a PiTA to use if you're just looking for cars. "

Burning Man/i-Storm on Wired

1996

i-Storm was the first to live-stream the Burning Man event to the rest of the world in 1996. Crazy. Just crazy to think about now.

"Visited the i-STORM trailer where the World Wide Web contingent is putting together the live Burning Man Web site, www.istorm.com/burningman/. I enjoy hanging with these happening GenX Web entrepreneurs. They're nice guys just fizzing with creativity. It's like meeting Walt Disney when he was still drawing on a tabletop in Kansas City, Missouri."

BruceSterling - Wired 1996

Side Projects

Unnamed Stealth Startup

Present

Ever the entrepreneur, I've got an iron in the fire nights-and-weekends.

These Brittle Bones: Album and track art

2021

Collaboration with UK artist Chris Jones for the release of his album These Brittle Bones.

My Average Face at LinkedIn

2019

Using ML and face-detection, I calculated the average face of all my LinkedIn contacts (to date).

A fun experiment to familiarize me with emerging technology and its applications.

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Work Experience

Design at Songfinch

2024 – Present

Remote Chicago IL

I joined Songfinch to invigorate and build the design team and process while supporting the running of the business.

Songfinch connects customers and artists to create custom songs for any occasion. It's a fantastic concept and working idea, but since startups often run fast and loose, and Songfinch was no different, I had to roll up my sleeves and get to work.

- Built a working design system and design/development process.
- Researched customers and product fit.
- Upleved design UI and customer experience to match current e-commerce customer expectations.
- Collaborated with the leadership team to create and prototype new products and features.
- Supported brand and marketing efforts with design and collaboration.
- Wrote (and checked in without breaking anything) front-end code.
- Songfinch is a startup in every sense of the word, so there were very few places I didn't get involved in.

Product Design Manager at Lucid Motors

2020 - 2024

Remote Newark CA

I built my team at Lucid to create unique and functional products and experiences for the startup EV manufacturer.

When I started, Lucid had built a vehicle but had yet to focus on building the business, so we got to work and designed/built:

- eCommerce and POS solutions with bigcommerce
- Customized high-touch buying and financing experiences worldwide
- Sales enablement tools and campaigns
- Complex tools for vehicle service, parts ordering, and inventory
- Vehicle and Customer journey mapping tools
- Customer subscription, management, and ownership experiences
- Highly interactive web and mobile customization experiences
- Global sales and monitoring tools
- All while building a solid, dependable, fast Product Design service within Lucid and covering customer research, product architecture, interaction design, and visual design.

Head of Design at Promethium

2018 - 2021

Remote Bay Area CA

I was hired as employee #4 to design and build the Promethium application and business. This application uses NLP and ML to help customers ask and answer their business's most pressing questions.

I worked directly with the CEO, CTO, and Venture partners to build proof-of-concept for funding and tailor applications for customers.

Head of Design at EverString

2016 - 2018

Bay Area CA

Was hired to plan and design a product and user experience architecture that would leverage the multitude of ML and AI tools that EverString had built and turn those into a cohesive product offering.

Everstring has since been acquired by [Zoominfo.com](https://www.zoominfo.com)

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Work Experience

Head of Design at Grand Rounds

2013 – 2016

San Francisco CA

Was hired early to build a design team that would match the company's goals of revolutionizing health care. Grand Rounds uses advanced ML models to match patients with appropriate doctors and specialists -- to match the company's commitment to understanding the problems of existing healthcare systems, I built the team around a strong research team first. Then, visual and interaction designers were added to fill roles and work with our product and engineering counterparts.

Patient care and communication were the benchmarks of the Grand Rounds Design team.

I've given several talks and lectures about how I built the team around listening and communicating... with patients and within the company. You can view the details in the speaking section here or on my website.

Grand Rounds merged with Doctor on Demand in 2021 to become Include Health, valued at \$1.3B.

Senior User Experience Manager at ebay mobile

2009 – 2013

Campbell CA

Hired to build and run ebay's nascent mobile design team. Scaled the team to manage over: 12 designers, 21 apps, innovation partnerships (across multiple platforms), tens of millions of app downloads, and 3+ billion dollars of new revenue for ebay.

User Experience Architect at IBM/Cognos/Celequest

2005 – 2009

Worldwide

Starting with a smallish startup in the Bay Area and ending at the (then) largest technology company on the planet was a rollercoaster of acquisitions that ultimately had me architecting design solutions for IBM's Big Data Group and the Silicon Valley Research Labs.

Interaction Designer at Infor/SSA Global/Epiphany

2001 – 2005

Worldwide

Working at one of the bay area's first billion-dollar startups and then through the subsequent experience of multiple acquisitions taught me some incredible lessons beyond just design, interaction, and user experience.

Creative Director at LVL/I-Storm

1995 – 2001

Bay Area CA

Transitioning from a traditional marketing and advertising agency allowed us to work on and create some of the first internet and e-commerce experiences for:

- Disney
- Pixar
- Fox
- Cisco
- Sun
- HP
- Acer
- Burning Man
- Philips
- Palm/US Robotics

These we're just a few of our clients and we designed and built products, stores, product launches, and even our own incubated solutions through the first "dot com boom."

IPO in 1999.