

KALI LOUISA RUPPERT

klouisa49@gmail.com • 410-858-7360 • kaliruppert.com • github.com/klr27

EDUCATION

Southern Methodist University – Cox School of Business: Dallas, TX **Summer 2016**
Summer Business Institute Certificate Program

Southern Methodist University – Meadows School of the Arts: Dallas, TX **Summer 2014 - Spring 2016**
B.A. in Creative Computation, Double Minor in Art History and Arts Entrepreneurship

- GPA: 4.0 / 4.0, Honor Role with High Distinction Spring 2016, Fall 2015, Spring 2015, Fall 2014
- Tau Sigma National Honor Society, Alpha Chi National Honor Society, Alpha Lambda Delta Senior Book Award

Harvard University - Graduate School of Design: Cambridge, MA **Summer 2013**
Career Discovery Program in Architecture

Duke University – Pratt School of Engineering and Trinity College of Arts and Sciences: Durham, NC **Fall 2011 – Spring 2013**

- Pratt School of Engineering Dean's List Spring 2013, Fall 2012

SKILLS

Creative Technology and Physical Computing/Mechatronics Skills:

- Processing/P5.js, AngularJS, Sketch, Adobe Creative Cloud, SVG code, HTML5, SCSS, Bootstrap, Javascript/jQuery, EJS, gulp.js
- Arduino/Lilypad, basic electronics/circuitry, 3D modeling/scanning/printing, laser cutting, wood/metal shop tools

Additional Skills:

- Git, Google Analytics/Tag Manager/Data Studio, Atlassian Suite, SQL, Wordpress, PHP, Local by Flywheel

EXPERIENCE

RP3 Agency: Bethesda, MD **Fall 2016 - Spring 2018**
Lead Creative Technologist, Creative Technologist

- Aided Chief Innovation Officer in leading the Creative Technology (CT) department, implementing design thinking methodologies that challenged the agency and its clients to embrace innovation and take advantage of emerging technologies. Acted as technical and UX lead for nearly all agency projects. Instituted CT knowledge base used for training new hires and providing resources for the current team. Developed a visual CT evaluation sheet for measuring progress and setting goals in the review process as well as assessing prospective hires. Revamped the hiring process by establishing a CT test. Represented the agency at client meetings and in new business efforts.
- Synthesized final creative into sophisticated digital design systems, maintaining the integrity of the creative design while allowing for flexibility and optimum control within the client's content management system. Addressed current needs while being mindful of future efforts, and advocated for utilizing platforms to accommodate both short-term and long-term business goals.
- Collaborated with the Creative Team to conceptualize campaign ideas and illustrated those ideas in sketches, wireframes and prototypes in various media depending on the specific needs of each project.
- Assisted Strategy team in constructing personas and customer journey maps, and continually reviewed these documents to ensure a user-focused approach to our work.
- *Clients included: Norfolk Southern Railways, Long and Foster Companies, Human Resources Certification Institute, The Washington Area Women's Foundation, Childrens' National Health System, National Harbor, and Software.org.*

SAP: Palo Alto, CA **June – August 2015**
Design Thinking Strategist Intern

- Planned and facilitated design thinking workshops for SAP and its clients which trained participants in human-centered design.
- Collaborated on improving, adapting and expanding the business model for Chief Design Officer's initiative, d.forum by conducting stakeholder interviews, researching competitors, evaluating branding, and presenting weekly to senior managers. Concluded in 3 potential directions for the initiative.
- Handled a wide array of personalities in stressful situations, improving productivity and efficiency by finding ideal compromises.

Vincent Greene Architects: Baltimore, MD **Summer 2012, March – May 2014**
Architectural Design Intern

- Influenced final design for house remodeling providing an innovative and modern approach to the kitchen and family room of a historic Roland Park home, which has since inspired redesigns in other Roland Park houses.
- Drafted and edited architectural drawings based on industry standards. Translated clients' wishes into feasible design options based on client meetings and guidance from fellow colleagues.

ACTIVITIES AND INTERESTS

- Global travel to Scotland, England, Italy, Sweden, Denmark, France, Monaco, Morocco, Caribbean, Thailand, Cambodia, Australia
- Zeta Tau Alpha Sorority - Phi Chapter (Initiated Spring 2012)
- Interests: jazz, ballet, and modern dance, tennis, squash, needlepoint, baking, board games, crossword puzzles, and logic puzzles