

HEIDI **PEYSER**

New Ways To Work Senior Vice-President

LOCATION

Columbus, Georgia

EXPERTISE

- Content Strategy & Planning
- Nonprofit Management & Capacity Building
- Interconnected Data Systems Design
- Stakeholder Facilitation
- Stakeholder Research
- UX & UI Research & Design
- Leadership Development
- Government Website Development & Design

EDUCATION

Goddard College
M.A., Counseling Psychology & Research
2004

Sonoma State University
B.A., Psychology & Business
2001

WORK EXPERIENCE

User Experience Department Manager 2020-Now
Information Artchitect 2011–2019
Planeteria Media

Senior Technology Consultant 2011–Now
Project Coordinator 2007–2011
New Ways To Work

Research Coordinator 2000–2008
National Longitudinal Lesbian Family Study (NLLFS

Deputy Director 2003–2007
LifeWorks Psychological Services

Data Manager 1998–2003
Redwood Empire Conflict Resolution Services (RECOURSE)

ABOUT ME

Heidi has been advising non-profits and government agencies about leveraging technology since 1998 and has been consulting on website development and how to effectively translate communications traditionally / historically done in PDF and print to web content since 2001. Heidi has assisted many counties, cities, towns, special districts and non profit agencies nationwide in making this transition in a manner complementary to their existing communications and stakeholder needs.

Additionally, Heidi has been part of mixed-methods research design and coordination since 2000. From 2000-2008 She lead the fourth round of a 25 year, 5 round, longitudinal study of lesbian-led families. Heidi then continued in research by leading the discovery methods for municipal website redesigns across the country.

Heidi is a former foster youth. She lives in Columbus, Georgia with her wife and two teenage boys. She has undergraduate and graduate degrees in psychology and research and is fluent in front end website development languages. She currently works as a senior information architect for Planeteria Media in addition to being a technological consultant for New Ways to Work.

New Ways to Work