

LINDA WILLIAMS SLOAN, UXC

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Portfolio: www.sunre.com

USER EXPERIENCE PROFESSIONAL

Multifaceted creative career with 15-year track record of innovation and gleaned insights to meet end user needs

Technically sophisticated creative professional with a solid history of implementing digital design for consumer driven companies and governmental agencies. Proficient in user centered design strategies, application development, and visual design. Skilled leader able to direct multiple tasks effectively and master innovative software and tools. Award winning visual designer producing customer driven marketing campaigns.

CORE COMPETENCIES/SKILLS:

- Lead User Centered Design (UCD) team
 - Socialize UCD implementation
 - Agile Life Cycle Project Development
 - Client Relationship Management
 - Interaction Design
 - Visual Design
 - Mobile Design
 - User Research
 - Adobe Creative Cloud
 - Sketch
 - Axure
 - InVision
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CREDENTIALS

User Experience Certification: [Nielsen Norman Group 2015](#) * DOD Secret and Public Trust Clearances

PROFESSIONAL EXPERIENCE

VENTERA CORPORATION, RESTON VA

User Centered Design Lead, 2018 - 2019

Lead the User Centered Design team on the STATS project for the Department of Homeland Security. Assist Ventera with evangelizing UCD strategies, hiring and design team building corporate-wide.

Key Achievements:

- **Plan and implement user experience research strategy** including interviews, focus groups, surveys, and user testing.
- **Facilitate innovation workshops** to assist the ideation process.
- **Conduct meetings** with internal and external stakeholders to identified requirements.
- **Designed responsive web application** by creating interactive prototypes and visual design composition.
- **Manage a team of 6 UCD professionals:** 2 UX Designers, 2 UX Researchers and 2 Business Analyst.

BECTON DICKINSON AND COMPANY (AMERIT), RESTON VA

User Experience Design Lead, 2017-2018

Assisted in building a UX practice, socialized the need for UX and evangelized the user centered design process. Lead the creative team for consumer-based diabetes management mobile app (Briight™) BD has a patent pending for its unique and proprietary processes we created for the app's user interactions.

Key Achievements:

- **Designed native mobile interactions for iOS and Android via** sketching, wireframes and prototypes.
- **Planned and implemented user experience research** to including user interviews, observation, and usability testing.
- **Conducted meetings** with internal and external stakeholders, identifying requirements.
- **Mentored** junior designers and researchers.

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ACCENTURE FEDERAL SERVICES (FORMALLY AGILEX), WASHINGTON DC

Associate Manager, User Experience Design, 2013 – 2017

Interfaced with diverse range of clients to design sophisticated digital projects for the Census Bureau and the [United States Postal Service](#). Built a UX practice for the Government Services department, socialized and evangelized the need for a user centered design practice for all projects. Managed and mentored junior designers and front-end developers.

Key Achievements:

- **Designed Responsive Web, iOS, and Android applications** created interactive prototypes and visual design composition. Created UI layouts and assets using Adobe Creative Cloud and Sketch.
- **Planned and implemented user experience research**, including interviews, focus groups, surveys, observation, and usability testing.
- **Conducted meetings** with internal and external stakeholders, identified requirements with subject matter experts and users and updating clients with UX research documentation.
- **Manage human resource functions** for design group, interviewing, hiring, and coaching junior designers.
- **Prepare and deliver presentations** at national conferences on interactive design, including Modev UX and FedCASIC.

TEKMASTERS, CHANTILLY VA

Interactive Design Lead, 2012 – 2013

Lead the design effort for a Department of State project to improve the user experience for the visa application process worldwide. Demonstrated user experience by developing wireframes, prototypes and design compositions to convey application layouts and functionality. Coded front-end HTML5, CSS3, and jQuery. Created design compositions and assets with Adobe Creative Cloud.

Key Achievements:

- **Coached and mentored junior developers**, conducting code reviews to ensure compliance with identified requirements.

INFORELIANCE, INC., FAIRFAX VA

Senior Interactive Design, 2009 – 2011

Provided excellent client support, designing, developing, and coding web applications for multiple government agencies, including the U.S. Marine Corps, U.S. Air Force, Office of the Secretary of Defense, and Consumer Products Safety Commission. Used HTML, CSS, and jQuery for coding.

Key Achievements:

- **Prepared requirements** based on user experience research including surveys, interviews, and usability testing.
- **Developed wireframes and visual design compositions** throughout the production life cycle.

MARINE CORPS COMMUNITY SERVICES, QUANTICO VA

Information Technology Specialist, 2006 – 2009

Provided creative direction and design for digital products used at Marine bases worldwide. Designed and developed websites and web applications to assist civilian employees, Marines, and family members. Consulted with MCSS personnel at Marine bases around the world to assist with various digital design projects.

Key Achievements:

- **Provided design direction** and conducted stakeholder meetings.
- **Developed wireframes and visual design compositions** throughout the production life cycle.

UNISYS, WASHINGTON DC

Consultant II (Web Designer Lead), 2004 – 2006

Served as web design lead for the Executive Office of the President of the United States (www.whitehouse.gov), following directions from White House Media Affairs web director on design concepts for web pages on current issues and policies.

Key Achievements:

- **Created user interfaces** for web-based applications, optimizing video for web viewing.
 - **Designed Flash-based graphics and games** and created illustrations using Adobe Creative Suite.
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EDUCATION

Bachelor of Science in Mass Communications

VIRGINIA COMMONWEALTH UNIVERSITY, Richmond, Virginia