

KIMBERLY L. HODGES

HX, CX, UX RESEARCH & DESIGN | PRODUCT STRATEGY | COPY WRITER

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SUMMARY

I lead multidisciplinary teams—UX researchers, designers, content strategists, and visual storytellers—to turn user needs and business goals into clear, effective digital experiences. With over a decade of hands-on experience as a CX designer, content strategist, and copywriter, I bring both strategic oversight and creative depth to every project.

STUFF I'VE LEARNED THE HARD WAY

I've worked with companies of all sizes, tackling client needs from brand development to transactional design. Most recently, I provide strategic advice to executive teams, helping guide corporate growth and drive organizational maturity.

I've had some successes, but what sticks with me the most are the failures. Here's what I've learned the hard way:

- **Stay Flexible.** There's always something to be learned, even in the most unexpected places.
- **Focus on the Problem First.** Before diving into design, wrap your arms around the problem. Then strategize. Then design.
- **Design is Most Flexible at Inception.** The early stages are when your design has the greatest potential for change at the lowest cost—embrace it.
- **Promote Sustainability.** Design with the long-term in mind. A scalable product is a resilient product.
- **Establish Governance Up Front.** Curb organic growth by first anticipating it. Set the framework early on for how your project will grow and evolve.

CAREER HIGHLIGHTS

FEDERAL	<ul style="list-style-type: none">■ United States Web Design System evolution from v1 to v3■ Healthcare.gov site creation and associated tax applications■ United States Postal Service iPad field sales application creation■ United States Army Defense Readiness portal design■ Energystar.gov site creation
HOSPITALITY & RETAIL	<ul style="list-style-type: none">■ Marriott.com brand and site redesign■ Hilton.com brand and site redesign■ Ritz-Carlton Spas website copy■ Alcon Pharmaceuticals website copy
EDUCATIONAL	<ul style="list-style-type: none">■ George Washington University site redesign■ Voyager Learning - Online university (archived)
ARTIFICIAL INTELLIGENCE	<ul style="list-style-type: none">■ Immersive Usability Design and Testing Lab creation for Booz, Allen, Hamilton

EXPERTISE

TECHNICAL	<ul style="list-style-type: none">■ CX UX Research & Design■ Usability Testing, HX Story Telling, Copywriting
USER RESEARCH METHODS	<ul style="list-style-type: none">■ Focus Groups, Contextual Interviews, Surveys■ Heuristic Analysis, Landscape Analysis
USABILITY TESTING METHODS	<ul style="list-style-type: none">■ Moderated, Remote, Card Sorts, First-click, Multivariate■ Qualitative & Quantitative Results
ANALYTICS	<ul style="list-style-type: none">■ Google Analytics, SEM Rush, Hubspot■ Mixpanel, Chartbeat, Qualtrics
PROCESSES & TOOLS	<ul style="list-style-type: none">■ Cross Functional, Agile, Product Focused■ Figma, Sketch, Miro, Optimal Sort Suit

EXPERIENCE

2019 – 2025 | Bixal | Washington, DC

CX | UX Senior Strategic Advisor, Products & Services

Executive Initiatives - Reported to CEO as strategic advisor in support of company wide growth of creative services. Advised on hiring executive leadership and individual contributors, as well as establishing digital practice areas including Human Experience (HX), Content Strategy (CS), Customer Experience (CX), and Digital Strategy (DS). Outcome: growth from 75 to 300 employees; approximately 50% year over year in qualified revenue.

Strategic Growth - Supported strategic growth pipeline efforts focused on HX and Strategic Communications totalling 80 million in qualified sales. Worked as Technical SME for CX related opportunities.

United States Web Design System (USWDS) - Served as strategic advisor on establishing versions 2.0-4.0 USWDS. Conducted user research and usability testing of USWDS 1.0 to inform iterative improvements.

HHS, GSA - Served as Human Experience (CX, UX, EX) Subject Matter Expert for Health & Human Services (HHS) and Government Services Administration (GSA) digital product development.

2010 – 2018 | Booz Allen Hamilton (formerly Aquilent) | Washington, DC

CX | UX Senior Associate

Led human experience design teams in the research, design, testing, and execution of federal government websites and applications. Partial list of clients include:

Healthcare.gov - Served as the Creative Director on v1.0 and v2.0. Led teams of UXD, Content Strategists, and Graphic Designers in conceptualization and design of the country's first federally funded health care website. Developed a responsive consumer experience for the public facing portion of the site. Application UX research and design included: The Exemption Screener, Tax Assistance, Find Local Help, Health Plan Compare, Living Healthcare.gov. Outcome: 10.3 million enrolled in health insurance in the first two years; developed healthcare.gov styleguide later used to inform United States Digital Service

style standards. www.healthcare.gov

United States Postal Service - CX Lead on creation of iPad field sales application and USPS intranet redesign. Led user research of field sales team and internal sales team, led focus group on as-is information architecture and subsequent Optimal Sort card sort test, proposed redesign of taxonomy, tested and redesigned as needed. Outcome: increase in field sales nationwide; survey of USPS employees indicate 45% increase of intranet adoption.

National Institute of Neurological Disorders & Stroke (NINDS) - Led team in the redesign of NINDS.gov public website. Conducted user and stakeholder research to include a nationwide collection of Neurologists, advocates, patients, and caregivers. Directed the development of UX design outcomes via user flows, consumer journey maps, site maps, wireframes, low-fidelity prototypes, card sort testing, formal moderated usability testing, content strategy deliverables, and visual design style guides and comps. www.ninds.nih.gov

Identified additional opportunities to support NINDS's mission within the digital strategic space, including intranet redesign and creation of medication cabinet (i.e. application to educate the public on medication efficacy and usage). Outcome: Increased awareness of the Institute's mission, public awareness, and the grant application process.

Administration for Children & Families (ACF) - Led strategic enhancements to ACF's public site and intranet. Drove strategy for phased implementation of new United States Digital Services (USDS) design guidelines, phased implementation of responsive design, program level content strategy, UX interaction design updates, and SEO strategy.

National Science Foundation (NSF) - Led intranet and public site redesign; conducted the user experience research, design and usability testing, and redesign of NSF's intranet and public site. Through user and stakeholder research, creation of functional prototype, and extensive usability testing, we produced an Intranet with 65% increase in usage.

Artificial Intelligence - Conceptualized Booz Allen's Immersive User Experience Design & Testing Lab to include best practices in design and testing AR/VR hardware and software.

Strategic Growth & Process Efficiencies - Served as Technical SME on extensive business development efforts; established best practices in UX design, research, and testing; stood up content strategy practice; established best practice for content governance; established and led process improvements to include increased cross-functional collaboration and continuous improvement.

2009 – 2010 | Navigation Arts | Washington, DC

Lead User Experience Designer Independent Consultant

George Washington University - CX Lead on University's site redesign migrating to Vignette. Most notably, led definition and implementation of the content governance for the roughly five-thousand-page site. Established the University's governance plan with key stakeholders who included: the University's President, Dean of Students, Dean of Admissions, Head of Financial Aid, and Alumni Affairs. Outcome: Established university content governance team and plan; site redesign significantly increased charitable contributions and website user adoption. www.gwu.edu

Strategic Growth & Process Improvements - Advised CEO on strategic growth opportunities to educate on and promote the value of consumer focused experience design. Advised UX Director on process improvements to include emerging user research, design and testing tools and content management system design efficiencies.

2005 – 2009 | iCrossing, Inc. (formerly Agency.com) | Washington, DC & Dallas, TX

Lead User Experience Designer & Copywriter

Marriott, Inc. – served as lead user experience designer on corporate site redesign with several legacy

systems including unique reservation system, search system, and content management system. Led team of UX designers in developing usability scripts and testing materials, business requirement documentation, functional requirement documentation, wireframes, and prototype development. www.marriott.com

Ritz-Carlton – served as lead user experience designer and copywriter on development of Ritz-Carlton Spas microsite. Conducted stakeholder and user interviews and developed findings report. Developed sitemap, content strategy, and wireframes, and wrote site copy. www.ritzcarlton.com

Alcon Pharmaceutical – led a team of UX designers, business analysts, and designers on redesign of the public website for world's largest eye care pharmaceutical company. Developed user profiles, heuristic evaluation, site map, and functionally annotated wireframes. Sourced and wrote website copy and supporting educational publications. www.alcon.com

Rackspace.com – served as lead user experience designer on the nation's largest managed cloud & email hosting provider. Corporation sought to integrate MailTrust.com & Mosso.com under a single branded website, while redesigning the existing Rackspace site. Conducted stakeholder interviews and generated business requirement documentation. Worked with Creative Directors to facilitate brand and content integration decisions. Developed content assessments and recommendations for all three sites. www.rackspace.com

CitiGroup – led team in conducting competitive analysis with thirteen financial service companies to inform redesign of CitiGroup's investment banking services. www.citigroup.com

CIT Financial Services – served as lead user experience designer on feature expansions of existing site. Conducted global usability study of corporate website, and developed user profiles and recommendations for redesign. www.cit.com

Voyager Learning – Directed team of user experience designers, content strategists, visual designers, and front-end developers in the creation of one of the first online universities. Primary audience includes students seeking post-graduate degrees in primary and secondary education. Created strategic vision, site architecture – taxonomy and map, wireframes, and low-fidelity prototype. Directed creation of content strategy, visual style guide, visual color comps, and front-end template development.

Dallas Museum of Art – Co-wrote technical strategy supported by a \$20-million-dollar endowment. Worked with museum executives and Board of Directors to determine needs and priorities for technical solutions.

EDUCATION	PROFESSIONAL ASSOCIATIONS
Georgetown University Washington, D.C. M.A. English Literature & Letters <i>cum laude</i>	Interaction Design Foundation (IxDF)
University of Maryland Baltimore County B.A. English & Philosophy <i>magna cum laude</i>	User Experience Professional Association (UXPA) and DC Metro Chapter (UXPA DC)
	Association for Information Science & Technology (ASIS&T)