

MY-LINH ROUIL, M.S. | Senior UX Researcher & Design Lead | ResearchOps, Design Strategy

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portfolio: [mrrouil.com](#) (recent works) | [visual portfolio](#) (earlier works)

PROFILE

Human-centered design leader with **20+** years advancing **UX research** and **design strategy** for complex, mission-critical public enterprise systems. Expert in leading end-to-end user research and design—from discovery through validation—to reduce delivery risk and help teams ship usable, accessible products. Trusted to translate complex policy, Section 508 accessibility standards, and technical constraints into intuitive, real-world user experiences. Brings deep experience across the full UCD lifecycle, including research planning, journey mapping, interaction design, prototyping, and usability validation. Extensive background supporting federal transformation at the Social Security Administration (SSA), National Institutes of Health, Centers for Disease Control and Prevention, and Department of Defense. Known for translating user research into practical, actionable guidance that enables teams to move forward with clarity and confidence.

Research & Prototype Examples:

1. **Scaling Mobile Inclusivity: Usability research that defined accessibility standards for the SSA's Design System.**

Prototype Sample (Disability Journey) [Social Security Administration Design System Pattern Test](#) (hi-fi 2024-2025)

2. **Mobile Exploratory Research: Defining the Future of SSA Mobile Services**

Insights that launched the agency's first universal mobile benefit application services for millions.

PRACTICE AREA EXPERTISE

- **Human-Centered Research & Design Strategy**
User-Centered-Design, Design Research, Design Thinking, Lean UX, Research & Product Roadmap
Service Design (end-to-end service mapping across policy, systems, and user touchpoints)
Mixed-Methods Research (qualitative & quantitative)
Generative & Evaluative (interviews, ethnography, contextual inquiry, usability testing, survey, concept & A/B testing)
Research Plan, Participant Screener, Research Protocol Development & Moderation
Journey Map, Personas, Service Blueprint, UX Requirement Gathering, Design Research
- **Leadership, Communication, & Collaboration**
Cross-functional Team Facilitation
Agile, SAFe, Scrum Methodologies, Product Collaboration
Stakeholder Alignment & Findings Presentation
UX Mentorship & UX Practice Development
- **UX Design, Information Architecture, & Product Experience**
Information Architecture & Content Strategy (taxonomies, card sort, tree test, first-click test)
Interaction Design (interactive prototype) & Design Systems (USWDS)
Enterprise UX & Systems Thinking
- **Prototyping, UI Design & Experience Validation**
Rapid Prototyping, Wireframing, Conceptual Modeling, User Scenario Scripting
Axure, Figma, Adobe XD, Adobe Creative Suites, Sketch, Invision, Balsamiq, Graphic Design
Cross-platform development (mobile app, web design, responsive, HTML, CSS3, Bootstrap), Vibe Coding
Concept Testing & Iterative Design Refinement
- **Usability, Accessibility & Inclusive Design**
Heuristic Evaluation, Usability Testing
IA/UX Design Audits & Cognitive Walkthroughs
WCAG 2.1, Section 508 Compliance, Inclusive Design & Accessibility Advocacy

TOOLS & PLATFORM

Jira, Miro, Mural, Confluence, Qualtric, FigJam, Hotjar, Tobii (eye-tracker), Claude Design/Figma Make/Lovable/Bolt (accelerated prototyping), GitHub, ChatGPT/Claude (research assistance), Medallia, Pega & ServiceNow

PROFESSIONAL EXPERIENCE

IT (UX) PROJECT MANAGER – UX DESIGN & RESEARCH LEAD

Social Security Administration (SSA) — Baltimore, MD, *Nov 2022 – Sept 2025*

Strategic Impact

- Launched SSA's enterprise UX validation program, leveraging the mobile design system to enable product teams to confidently ship mobile-first experiences across end-to-end service workflows and streamline benefits delivery.
- Established agency-wide continuous testing and ResearchOps governance, allowing teams to validate designs earlier, reduce rework, and align research insights directly with agile delivery cycles.
- Spearheaded and launched SSA's centralized Customer Pain Point Repository, collaborating cross-functionally with service designers to identify **164 CX** friction points and unlock modernization prioritization—achieved in **6 months**, overcoming a 3-year stall.

Execution & Results

- Rapid prototyped in Axure user flows and interactions for iterative design and developer hand-off.
- Led 40+ usability studies across iOS, Android, and desktop, helping teams resolve long-standing usability risks and move forward with validated design-system patterns after years of uncertainty.
- Led a UX team to facilitated 42+ interviews & contextual inquiries focused on underserved and vulnerable users.
- Standardized pattern testing criteria, giving designers and developers clear guidance that improved consistency, accessibility, and reduced interpretation gaps during implementation.
- Delivered executive insights shaping roadmap, accessibility strategy, and design-system adoption.

Leadership & UX Training

- Trained and mentored non-design staff in core user research and analysis, successfully embedding UX skills into cross-functional teams.
- Directed and elevated the proficiency of mid-career and senior UX specialists, leading targeted workshops on advanced methodologies (thematic and inductive analysis) to ensure the team consistently produced high-impact, strategic insights.

SENIOR USER EXPERIENCE SPECIALIST LEAD (UX DESIGN & RESEARCH)

Leidos & TEKsystems – SSA Contract — Baltimore, MD, *Jan 2022 – Nov 2022*

Focus: Application Modernization | Earnings Correction System | Design System Governance

- Created concept models, Axure prototypes, personas, and journey maps to modernize SSA's wage-correction workflows, streamlining case management and reducing investigator burden.
- Translated research insights into prioritized user stories, helping product owners make clearer roadmap tradeoffs and reduce rework during development.
- Delivered UI component specifications in Adobe XD, enabling developers to build pattern-consistent components in Storybook for use in over 80 products.
- Facilitated Agile ceremonies and played dual role of UX Specialist Lead and Scrum Master across development cycles.

SENIOR PRODUCT DESIGNER

FINRA — Washington, D.C., July 2018 – May 2019

Focus: Regulatory Platform Design | UX for Financial Reporting Systems ([View Case Study](#))

- Redesigned an enterprise financial reporting application, reducing cognitive load and enabling 3,200+ broker-dealer firms to complete complex regulatory tasks more efficiently and with 30% fewer errors.
- Created robust, hi-fidelity, interactive prototypes using Sketch and Invision for concept, usability, and A/B testing with in-person remote users.
- Presented design rationale and user evidence to internal and external stakeholders, helping secure buy-in and funding by demonstrating user and business impact.
- Collaborated with product owner, business analysts and engineers in crafting an optimal user experience for internal stock record analysis application.
- Prepared screeners, usability study guide, and test scenarios for usability testing.
- Contributed to the pattern library of the company-wide design system initiative.
- Led hands-on Design Thinking workshops to promote inclusivity with engineers, call-center staffs, managers, and business analysts in participatory design and teach Design Thinking as a strategic tool to solve business problems.
- Collaborated within an Agile framework, contributing expertise in product design and complex enterprise applications, and ensuring alignment across design, development, and sprint goals.

SENIOR USER EXPERIENCE STRATEGIST

IQ Solutions — Bethesda, M.D., Nov 2016 – Sept 2017

Focus: | UX for Public Health & Medical Science | Web Design | Content Strategy & IA

- Created user-centered design solutions from research, ideation, design, and evaluation for numerous federal agencies within the NIH and FDA while working with cross-functional team of product owner, content strategists, communication specialists, public health specialist, and developers.
- Participated in weekly progress and requirements gathering meetings with NIH's Office of Disease Prevention's clients alongside product owner and project manager to determine feature priorities.
- Conducted research to inform a content strategy and information architect for websites and applications including, contextual inquiry, heuristic reviews, user interviews, personas, and journey maps.
- Created low-fidelity wireframes and high-fidelity comps for various NIH client websites.

SELECTED RELEVANT EXPERIENCE

Lead SharePoint User Interface Designer — DMI (client: Dept of Ed)

July 2011 – March 2012

Senior Web & UX Designer — SRA (clients: NIH, CDC, HHS)

Sept 2005 – April 2011

EDUCATION

M.S., Interaction Design & Information Architecture – University of Baltimore, GPA: 4.0 (2020)

B.A., Visual Arts: Interactivity – University of Maryland, Baltimore County, (2001)

Certificates: Maven: Healthcare UX (Social Listening: & AI assisted workflow), Project Management (SSA, 2025), Graphic Design (Montgomery College, 2016)