

MY-LINH ROUIL

Visual Designer & User Experience Strategist

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Profile

More than 10 years of design and digital product experience, including 6 years as a web designer and 5 years as user experience strategist. Weekly interaction with executive, developers, and communication staff while solving complex design problems with solutions that are elegant, simple, and visually engaging. Proven versatility across private and federal sector.

Specialties

- Visual Design & Illustrations
- User Centric Design
- User Research
- Prototyping (Balsamiq, Invision)
- Usability & Accessibility (Heuristic Evaluation, Section 508 Compliance)
- Information Architecture (Navigation Systems, Card Sort)
- Responsive Web Design & Apps (Bootstrap, W3.CSS Framework)
- Content Management Systems (Drupal, SharePoint)

Professional Experience

SENIOR USER EXPERIENCE DESIGNER 2016 - Present

IQ SOLUTIONS

- Conduct research to inform design strategy of websites and applications: Heuristic reviews, user interviews, personas, and journey maps, resulting in the win of website redesign contract
- Notable recent projects include a SharePoint intranet website design that received stellar feedback from CEO, Human Resource Director, and employees for clean design and ease of use. The design streamlined communication and enable employees to quickly find resources needed in one central hub.
- Create low-fidelity wireframes and high-fidelity comps for various NIH clients' websites
- Design engaging visual designs, interaction models, and brand identity

INDEPENDENT CONSULTANT 2013 - 2016

Next Century, Inc.

- Served as human factor engineer for Market Place, a widget application for the intelligence community
- Translated user stories into workflow, wireframes, and interaction models based on Agile design methodology
- Designed interfaces and data visualizations, and contributed to the visual design of award-winning proposals

IQ Solutions

- Conducted a heuristic review of IQ Solutions' website
- Provided strategy for resolving findability issues in NIH clients' websites

Special Olympics of Baltimore (SOB)

- Provided content strategy for the SOB website design

Montgomery College

- Created illustrations and promotions for the Robert E. Parilla Performance Arts Center Dance Production and created identity branding for the Student Art League

USER INTERFACE DESIGNER 2011 - 2012

Digital Management Inc.

- Served as lead SharePoint interface designer for public and internal websites and applications for a case management system. This system tracked and prevented student loan fraud among educational institutes, banks, state officials, and federal officials
- Customized web parts, components, and master pages within SharePoint Designer using HTML and CSS

USER EXPERIENCE DESIGNER 2005 - 2011

CSRA International

- Designed the look and feel of websites and applications for federal clients
- Lead branding and redesign of federal clients' website and application
- Interviewed subject matter experts, and users for requirement gathering
- Led user research and synthesized findings into user stories, scenario maps, navigations, and prototypes
- Iterated prototypes into high fidelity comps and ensured design met accessibility and 508 compliance
- Leveraged analytics and user's testing to strategically position content

Additional Relevant Experience

Web Designer, Cygnus Interactive, 2003-2004

Supported various B2B publications, websites, webcast, e-newsletters, and e-blasts for clients, including Touch Stone Pictures. Managed content for 10 publications' websites

Web Designer, Cyber Village Networkers, 2002-2003

Designed and developed websites for small businesses and federal entities; created marketing collateral

Multimedia Designer, NASA, 2001-2002

Edited documentation footage of scientists for the Hubble Space Telescope: Mission 3B Website

Education and Trainings

M.S., Interaction Design, University of Baltimore, Baltimore, MD (in progress)

Graphic Design and Digital Tools Certificate, Montgomery College, Rockville, MD, 2015

Information Architecture Course, USDA Graduate School, Washington, DC, 2008

B.A., Imaging and Digital Arts, University of Maryland at Baltimore County (UMBC), 2001

Honors

Montgomery College Communication Arts Exhibit 2015 – Jury selected works in Illustrator and Web Design