

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. Versatility across private and federal sector, ranging from clients such as Touch Stone Pictures to NASA.

SPECIALTIES

- User Interface & User Experience Design (Wireframes, Invision, Balsamiq, Sketch)
- Graphic Design & Illustration (Adobe Creative Suite)
- Information Architecture (Card Sorts)
- User-Center Design (Interviews, Personas, Journey Maps, Storyboard, User Testing, Prototyping)
- Usability & Accessibility (Heuristic Evaluation, 508 Compliance)
- Content Management (Drupal, SharePoint)

EXPERIENCE

IQ Solutions, Bethesda, MD, 9/2016 - present. Senior User Interface and User Experience Designer

As the lead user experience designer, I solve design problems for Federal Government agencies in the healthcare sector. Combining visual design with a user-centric approach, range of audiences the agencies are trying to reach (consumers, medical professionals, advocates, policy makers), I create elegant, digital solutions to help user's overcome their pain points and achieve their goals.

Recent projects:

- + IQ Central Intranet Website Design
 - Created hi-fidelity Photoshop comps, iconographies, and image asset for developer's implementation
 - Art directed designers in the branding and identity creation of IQ Central
 - Created layouts applying design principles such as color, typography, photographic selections, content structure, and usability
 - Developed creative ideas based on creative brief and feedback from senior leadership, writers as well as content strategist
 - Designed scalable solutions and wireframes based on minimum viable product practice
 - Script scenario of use for user's testing of product and iterated design based results of user's testing
- + NIAAA Strategic Plan Web Design
 - Worked with clients to identify their design vision for the web version of NIAAA 2017 Strategic Plan
 - Designed hi-fidelity comps to include the landing page and interior pages to ensure consistency in branding between the print publication and the web version
 - Create templates to identify each unique layout case for developers' implementation

My-Linh Rouil

- + NIAMS Catalog Application Redesign
 - As part of the discovery phase to formulate ideas and designs: conducted heuristic evaluation of NIAMS publications catalog process, and performed competitor's analysis
 - Created wireframes with annotation to pass to developers for implementation
 - Designed hi-fidelity Photoshop comps, created image assets, and leveraged Envision for interactivity prototyping
 - Worked with Drupal developers during development phase to ensure constancy in look and feel of the design during content migration into Drupal 8 platform
- + ODP, NIDA Teens, FDA CTP, NIAID INRO
 - Provide ideas and solutions to resolve UX challenges within websites, and applications
 - Created A/B testing of solutions to determine most effective user experience
 - Rapid prototype of wireframes for proposal of design solutions
 - Conducted heuristic review complete with slides and images to present solutions to client
 - Created hi-fidelity mockups to present to clients
 - Designed identity branding for NIAID INRO program to include logo design and postcard layouts
- + U.S. Preventive Services Task Force (USPSTF) Insufficient Statements Survey - a survey application serving NIH's Institutes and Centers. The survey is designed to enable USPSTF to identify and make recommendations in areas of preventive services for health systems and primary care clinicians. Areas where there is insufficient evidence to provide recommendations, are identified and shared amongst ICs and institutes for collaborative efforts to close research gaps.
 - Meet with clients for requirement gathering and project planning
 - Interviewed users to assess use cases and translated user stories into system features
 - Create rapid prototype of wireframes based on scenario of use and requirements

Freelance, Rockville, MD, 2012 - 2016.

Served in a variety of creative capacity as User Experience and Graphic Designer for consultant firms, artist groups, local small businesses, organization, and educational institute (while earning a Certificate in Graphic Design and Digital Tools and pursuing a Master in Interaction Design)

Clients:

- + Next Century, Inc.
 - Served as Human Factor Engineer lead for Market Place, an app market for clients within the Intelligence Community
 - Resolved usability, CSS, HTML, and interface design issues within widgets and applications
 - Created low fidelity wireframes in Balsamiq for new features within widgets
 - Designed data visualization, infographics, and digital marketing product for award winning proposal contracts
- + IQ Solutions, Inc.
Special Olympics of Baltimore County (SOB)
The Robert E. Parilla Performance Arts Center

My-Linh Rouil

- Conducted an expert heuristic review for IQ Solutions' corporate Website
- Designed strategic solutions to facilitate user's learning mode, and help user's exploration
- Provided UX artifacts including wireframes, workflow, and visual design for internal social media applications
- Created hi-fidelity comps based on wireframes for Drupal Website design
- Created requirement documents, use cases, mind maps, and information architecture for SOB's Website design
- Created original illustrations and posters for The Robert E. Parilla Performance Arts Center Spring Dance Production
- Provided identity branding and website design for Montgomery College Student Art League

Digital Management Inc., Bethesda, MD, 2011 - 2012. SharePoint User Interface Designer

As a lead SharePoint interface designer, I was responsible the user interface design and development of public and internal web applications for the Department of Education, Federal Student Aid Integrated Partner Management System – a case management system designed to track and prevent student loan fraud among educational institutes, regional, and state level. The system management complex data set with different level of security and views based on roles.

Notable Project:

- + Department of Education, Federal Student Aid Integrated Partner Management System
 - Designed interactive high fidelity app with complete user flow, branding, iconography, interface design, and engaging user experience
 - Served as SharePoint interface designer for public, partner, and internal (desktop) Websites and applications
 - Collaborated with developers in the development and deployment of common feature components within SharePoint Designer and Team Foundation
 - Created and optimized image assets, common component annotation, and iconography
 - Created engaging interfaces from initial wireframe to final prototype utilizing HTML, CSS, JavaScript, and Adobe Creative Suites
 - Ensured that interface design adheres to usability best practices and 508 compliance
 - Performed cross-browser compatibility testing for interface design

CSRA International, Inc., Rockville, MD, 2005 to 2011. Web Designer III and User Experience Designer

- Requirement Analyst and User Experience Designer, Program and Peer Review Management Information System (P2RMIS). Responsible for documenting requirements for P2RMIS, which supports recruitment of grant reviews, management of panels and assignments, writing and reviewing of proposal critiques, preparation of peer review meetings, and online scoring. Duties included the translation of requirements into feature list and components, a complete content archeology of the system to include, heuristic evaluation, site map of the application, usability and 508 compliance issues, and prioritizing change request tickets to developers for resolving issues.
- Web Designer and User Experience Designer, Congressionally Directed Medical Research Programs (CDMRP). Served as lead designer for the redesign of the Department of Defense Congressionally

My-Linh Rouil

Directed Medical Research Programs' Website <http://cdmrp.army.mil/>. Responsibilities included creation of wireframe, site map, navigation system, paper prototype, high fidelity mockups and the final development of the website in HTML and CSS.

- Web Designer and Information Architect. National Institute of Health (NIH), Office of the Director, Office of Research Services (ORS) <https://www.ors.od.nih.gov/Pages/home.aspx>. Responsible for conducting user experience studies for the redesign of ORS's websites, the interpretation of user studies into taxonomy, navigation systems, and the creation of a final information architecture. Activities included content inventory, card sort, pattern analysis, and low fidelity wireframe. Responsible for providing HTML, graphics, web development, 508 compliant, and usability support for ORS divisions Websites. Ensure all change request were delivered within 24 hours turn-around time. Responsible for the redesign of ORS's website in Sharepoint Designer.
- Web Designer and Usability Specialist, National Institute of Health (NIH), Office of the Director, Office of Research Facilities (ORF). Responsible for developing new landing pages for website, ensuring web pages and online document were 508 compliant. Served as a 508 representative for the division's 508 Advisory Committee and advisor to ORF's content manager for accessibility and web support.
- Lead Web Designer, Substance Abuse and Mental Health Services Administration (SAMSHA) Data Coordination and Consolidation Center Services Accountability and Monitoring System (DCCC-CSAMS) Web portal. The portal serves as a point of entrance for SAMHSA's Data Coordination and Consolidation Center legacy sites. Responsible for the branding and design of the Web portal and its legacy sites. Responsible for interface design of applications within the Web portal. Ensures that the "look and feel" supports the organization's strategies and goals and facilitates user interaction. Responsible for coding style sheets, and maintaining the visual integrity of the site throughout the development phase by performing quality control of XHTML and CSS code. Responsible for cross-browser compatibility and ensuring Website was 508 compliant and adhered with current Web standards for table-free CSS coding. Worked with partners and subject matter experts to accomplish the branding of the site, gather requirements, design navigation systems, wireframes, and site map. Responsible for translating functional requirements, and low fidelity wireframe into high fidelity mockup design to include the website and web applications. Serves as liaison to client at the United States Department of Health and Human Services (HHS) in the HHS Concept Clearance approval process. Responsible for presenting proposed Web design to HHS client on site.
- Information Architect and Usability Specialist, Center for Disease Control and Prevention (CDC) – Diabetes Internet and Intranet Sites <https://www.cdc.gov/>. In the role of information architecture and usability specialist, responsible for heuristic evaluation, conducting user experience studies for internet and intranet sites, the interpretation of user studies into taxonomy, navigation systems, and the creation of a final information architecture. Activities include card sorting, conducting usability surveys, developing content mapping, finalizing content map into new folder structure, and the development of the final site. Serves as liaison to client at CDC in the Office of Management and Budget (OMB) Clearance Process. Responsible for content maintenance and ensuring the accessibility of the Web sites adheres to Section 508 Compliance.
- Web Developer, Center for Disease Control and Prevention (CDC) – Diabetes Internet and Intranet Sites. In the role of web developer for CDC's Diabetes, duties included maintenance of the Division's Internet and Intranet sites. Manage updated and new content and graphics throughout the content management process and complete updates to the site within a 48 hour turn-around time. Ensure PDF were tagged for accessibility and all pages met accessibility requirements and government best practices. Meet with clients and other constituents and assist in the preparation of requirements documentation including level of effort estimation, prioritizing tasks, and scheduling deliverables.

My-Linh Rouil

- Information Architect, National Vaccine Program Office (NVPO) <http://www.hhs.gov/nvpo/>. Responsible for heuristic evaluation of the Website to client and deliverables of low fidelity wireframe, content inventory, navigation system, and content map to developers for implementation.
- Web Designer and User Experience Designer, OrganDonor.gov <http://www.hhs.gov/nvpo/>. Provided usability analysis for OrganDonor.gov in a heuristic report. The report captured the strengths of the sites as well as weaknesses. Suggestions were made to improve user experience and information flow on the site.
- Information Architect, National Youth Violence Prevention Resource Center (NYVPRC) (i.e., SafeYouth). Worked with remote partners, subject matter experts, and local team members in creating user experience design, and the translation of functional requirements into low fidelity wireframe mockups.
- Web Designer, National Institute of General Medical Sciences (NIGMS). Responsible for the Web design and development of several NIGMS publications and ensured the “look and feel” of the Web version supported the identity of each printed publication. The publications included:
“The New Genetics”: <http://publications.nigms.nih.gov/thenewgenetics/>,
“Medicines by Design”: <https://publications.nigms.nih.gov/medbydesign/>.
The Chemistry of Health <https://publications.nigms.nih.gov/chemhealth/>,
“Computing Life”: <https://publications.nigms.nih.gov/computinglife/>. The microsite, *Computing Life*, earned the distinction of featured web publication within NIGMS.
- Web Designer, Southeast Asia HIV/AIDS Resource Exchange (SHARE) Web Portal. Responsible for branding the Web portal, and translating the information architecture into functional Web design. The portal is part of the USAID-funded Information and Knowledge for Optimal Health (INFO) project.
- Web Designer and Web Developer, National Institute of Health Clinical Center Web Site <http://www.cc.nih.gov/>. Responsible for content management, maintenance, HTML coding and 508 compliance of Web pages.
- Web Designer, Agency Health Services Research and Quality (AHRQ) and Health Insurance Portability and Accountability Act (HIPAA) Web Portals. Responsible for redesigning the “look and feel” of the sites and ensuring the design supported the organization’s strategies and goals.
- Web Designer, Center for Disease Control (CDC) and Prevent Select Agent Intranet Site. Responsible for translating information architecture into hi-fidelity mockups that emphasized clarity and ease of use through simple iconography.

Cygnus Business Media (presently South Comm and AC Business Media), 2003 to 2004. Cygnus Interactive Department.

- Served as Web Content Manager and Interactive Designer in support of Cygnus Business Media publications, interactive products, and live events.
- As Interactive Designer duties included supporting the sales and marketing team in the creation of web banner-ads and e-mail blasts within a 24 hour turn-around time. Clients served included Touch Stone Pictures and Tiffany & Company. Responsible for designing costume skin for Cygnus group of live events and expositions. Served as facilitator for live web-cast events for remote clients.

My-Linh Rouil

- As Content Manager for Cygnus Business Media's Publication Group. Responsible for managing eight business-to-business Websites including <http://www.printingnews.com/>, <http://www.firehouse.com/>, <http://www.securityinfowatch.com/>, and <http://www.aviationpros.com> to name a few. Daily responsibilities included prioritizing content manage and update for publications websites, developing new pages with current Web standards, working with publishers and editors in the creation and design of microsites to leverage investor's products, and ensuring a 48 hour turn-around-time for deliverables.

CyberVillage Networkers, Inc., 2002 to 2003. Web and Multimedia Designer.

- As Web Designer responsible for the visual design and development of Websites from conception to deployment throughout the full web development life cycle, design, development, testing, and deployment. Responsible for daily maintenance of existing Websites in HTML, graphic design, and resolving code and broken link issues.
- As Multimedia Designer responsible for the design of brochures and marketing collateral for clients and the design and development of an interactive CD-ROM to promote Hooah4Health Website, a funded government initiative. Assisted in converting Hooah4Health site to 508 compliant.

Independent Contractor, 2001 to 2002. Multimedia Developer

- Served in a variety of multimedia capacity for consecutives short-term contracts.
- As HTML Developer for the Brook Group, coded VeriSign user interface.
- As New Media Developer for National Aeronautics and Space Administration (NASA), responsible for editing and optimizing documented footage in Adobe Premiere and the streaming of videos on to the Hubble Space Telescope: Mission 3B's Website.
- As a Web Developer for the Enterprise Foundation, responsible for HTML coding for the launch of the foundation's redesign website.

EDUCATION

- M.S. Interaction Design, University of Baltimore, in progress
- Certificate in Graphic Design and Digital Tools, Montgomery College, May 2015
- B.A. Imaging and Digital Arts, University of Maryland Baltimore County, 2001