Andreé Wallace

Senior UX / Product Designer · Design Systems · Accessibility

Madrid, Spain (relocating) · Hybrid / Remote
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SUMMARY

Senior UX / Product Designer with 6+ years designing complex digital products in regulated environments for US institutional clients. I specialise in simplifying information-heavy flows (financial tools, service portals and resource libraries) to WCAG and Section 508 standards, from research to reusable patterns and templates on Drupal and ServiceNow. Led the redesign of an operating-cost calculator that **cut help desk tickets by 40%**. Seeking a senior or lead product design role in tech consulting, banking, fintech or insurance.

EXPERIENCE

ICF · Global technology and services consultancy · USA — Jun 2021 – Present

Associate Manager, UX (Mar 2024 – present) · Senior UX Architect (Mar 2023 – Mar 2024) · UX Architect (Jun 2021 – Mar 2023)

- Manage a team of **3 junior designers** and have served as UX Lead on **10+ projects** for HHS, NIH, GSA, DHS and the Robert Wood Johnson Foundation, aligning design, content, engineering and business in Scrum.
- **SAM.gov (GSA, with USDA):** redesigned the registration flow based on **60+ user interviews** and moderated usability tests; GSA approved and implemented **2 of my proposals**.
- **Office of Child Care (HHS):** UX Lead on ChildCare.gov, PCQC, ITRG and the CCDF microsite. The PCQC redesign **cut help desk tickets by 40%** and the ChildCare.gov redesign **reduced frustration clicks by 15%**; built and maintain the pattern library that governs all OCC microsites.
- **Design systems:** designed 11 page templates and a pattern library implemented in Drupal (COSWD), and built the Partners for Advancing Health Equity platform from scratch (RWJF).
- **DHS and cybersecurity:** defined the UX strategy for a ServiceNow training-scheduling platform and the Blue Campaign web strategy in Drupal. Currently UX Lead for a federal cybersecurity agency, partnering with its CX team.
- **Accessibility and research:** validate Section 508 / WCAG and USWDS compliance; create personas, journey maps and facilitation guides (NIH, NCI, NLM).

CC Wellness · E-commerce Analyst — Jan 2019 – Apr 2021

- Wrote product descriptions for a full wellness product line and the brand's first blog articles; managed digital acquisition and retention campaigns.

Tennis World USA · Digital Writer — Oct 2014 – Nov 2018

- Wrote and edited 300+ articles on professional tennis for digital audiences.

SELECTED PROJECTS

PCQC — Operating-cost calculator View case study →
Child care providers didn't know where to start and results lived on a separate page. Introduced guest access, guided paths by scenario type and a persistent summary panel. **40% fewer help desk tickets.**

SAM.gov — US government vendor registration View case study →
Applicants dropped off unaware that registration is a two-step process. Using 60+ interviews and moderated tests, I proposed new registration and confirmation pages. **2 designs approved and implemented by GSA.**

Partners for Advancing Health Equity — Platform from scratch View case study →
A new initiative with no website or design system. Led discovery, information architecture and a resource library built on reusable, scalable templates.

SKILLS

Platforms & accessibility	WCAG / Section 508, USWDS, Drupal, ServiceNow; working knowledge of HTML/CSS for developer collaboration
Research	Interviews, moderated usability testing, surveys, workshops, heuristic evaluations and UX audits, personas, journey maps, facilitation guides, competitive analysis
Design & product	Interaction design, information architecture, design systems and pattern libraries, low- to high-fidelity prototyping, content strategy
Tools	Figma, FigJam, Mural, Framer, Dovetail, Qualtrics, Claude (AI), Adobe Illustrator, Photoshop, InDesign
Leadership & methods	Managing and mentoring 3 designers, stakeholder facilitation, developer handoff and documentation · Scrum, Design Thinking

EDUCATION & CERTIFICATIONS

BA in Communication — Wake Forest University (2014)
Graphic Design (Adobe Tools) — Centro de Estudios de Innovación (CEI) (2026)
Product Management Apprenticeship — PM Dojo (2021)
UI/UX Design Certification — Springboard (2020)

LANGUAGES

English: native · **Spanish:** C2