

L e s t e r   A   J o n e s  
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LesterAJones.com

### ***Skill Profile***

- 15 Years UX/UI Experience using the latest tools and User Driven methodologies
- 5 Years of Proven Supervisory, Large Project Management and Execution Experience
- Usability Protocols: Service Blueprinting, Journey Mapping, Card Sorting, Wire Frame development, Public Surveys, Eye Tracker testing, Image Collaging, Heuristic Testing, Section 508 Compliance testing, Contextual Inquiries, Use Case Testing, User Acceptance Testing, Requirement Gathering, Workflow Analysis, AB Testing, End-to-end, usability Testing, Generative User Research, etc.
- UX Research and Design for the integration or Generative, Suggestive and Decision Support Artificial Intelligence (AI) solutions
- Development Languages, Frameworks and APIs: PHP, HTML, XML, AJAX, CSS, RSS, Javascript, JQuery, Amazon.com API, Google Analytics etc.
- Design Prototyping and Documentation: Figma, Axure RP Pro, Adobe XD, MS Visio, Balsamiq, Sketch etc.
- Productivity Tools: Microsoft Office, Google Docs, Open Office, iWork, etc.
- Application Development Tools: Adobe Creative Cloud Applications, Adobe Acrobat Professional
- Document Production: Adobe Acrobat Pro, Adobe Lightroom and Adobe Dreamweaver, Adobe Photoshop, Adobe Illustrator, etc.
- Databases: SQL, MySQL, Access
- Responsive Web Development for Mobile devices
- Led UX and Web Design Teams and Mentored interns and new hires
- Content Management System experience: Success KPI, Service Now, Salesforce, Agentforce, MS SharePoint, etc.
- 5 years experience in using Figma and Sketch for high fidelity Prototyping
- 3 years experience using Mural for group users experience calibration efforts

### ***Educational Background***

- 2021 - Harvard Extension School
  - Graduate Certificate: Cyber Security - 21CH-LLYL-LFSB
- 2009 - University of Baltimore
  - Masters of Science: Information Architecture and Interaction Design
- 2005 - Baltimore City Community College
  - Associates of Arts: Computer Information Systems

## ***Employment History***

### **10/2023 - Present - Maximus (Department of Energy)**

#### **Lead UX Designer/Researcher**

- Researched, created and validated Service Blueprints and Personas to map the the delivery of Nurse Advice Services to Active Duty Personnel and Veterans, globally, using Human and Digital Labor (Salesforce, Success KPI, ServiceNow, Amazon Connect and Bingli
- Conducted in-depth user research to identify pain points and optimize the user experience, leading to a more intuitive site architecture aligned with the U.S. Web Design Standards.
- Developed AI-driven generative implementation strategies to process and analyze NETL datasets, enabling predictive insights and automation of case management workflows using Salesforce (Agentforce) Agentic technologies.
- Led content mining and restructuring, ensuring accurate, relevant, and easily digestible scientific and policy-related content.
- Designed interactive data visualizations, making complex carbon capture data more accessible and understandable for researchers and policymakers.
- Integrated AI-powered search enhancements, improving information retrieval and navigation for users across research, government, and public sectors.
- Provided WordPress implementation support, ensuring seamless deployment and adherence to federal web standards.

### **10/2023 - 4/2024 - Walmart**

#### **Lead UX Designer/Researcher**

- Designed an AI-powered onboarding application for Walmart, streamlining the employee integration process with a personalized and intuitive user experience.
- Developed AI-driven content suggestions, tailoring onboarding materials based on role, department, and user preferences to enhance engagement and retention.
- Conducted user research and usability testing, ensuring the application met the needs of diverse employee groups, from frontline workers to corporate staff.
- Created interactive dashboards and progress tracking features, allowing HR teams to monitor onboarding completion rates and optimize training materials.
- Implemented adaptive learning pathways, leveraging AI to recommend training modules based on an employee's prior experience and learning progress.
- Focused on mobile-first design, ensuring seamless accessibility across devices to accommodate Walmart's workforce.
- Collaborated with cross-functional teams, including HR, IT, and AI specialists, to align the application with Walmart's digital transformation strategy.

## **7/2022 - 10/2023 - United Health Care**

### **Lead UX Designer/Researcher**

- Conducted user research and usability testing to inform the design of Agentic AI-powered decision management interfaces for United Health Care
- Conducted generative user research and usability testing to inform the design of search elements and member management interfaces for United Health Care
- Collaborated with cross-functional teams, including product managers, engineers, and data scientists, to design and implement solutions that improved the user experience for patients and healthcare providers
- Utilized data analysis and user feedback to iteratively improve and optimize the design of search and decision management interfaces
- Developed and maintained design guidelines and documentation to ensure consistency and accessibility across all interfaces
- Contributed to the design and implementation of user research studies to evaluate the effectiveness of new interfaces and gather feedback for further improvement of the existing design system

## **10/2021 - 7/2022 - Intelipro Federal**

### **Lead UX Researcher/Designer**

- Led the End to End User Testing, Section 508 Compliance Testing/Mitigation effort for the EPA's mobile application that guides water treatment facility managers on how to respond to disasters.
- Led Section 508 Compliance testing and reported results to stakeholders
- Led Proposed UX improvements based on best practices and generative user sessions.
- Led Mapping of work workflows and the creation of user Journey Maps
- Led Wireframe creation that demonstrated UX solutions the application short comings.
- Led Development of User Acceptance Testing Scripts.
- Led QA Testing of the updated application
- Delivered a research validated wireframe packet to guide developer mitigation of the Section 508 and UX issues with the ROTG Application.
- Provided QA Testing guidance for the implementation of the proposed UX and Section 508 solutions.

## **10/2014 - 10/2021 - Northrop Grumman**

### **Senior User Experience Designer/Researcher**

- Led the design of the Nationwide Customer Chat used by the 32 million My Social Security Administration online account users.
- Led the design of the new web based search applications that will be used by front line customer service staff to retrieve the account details, user documents and administrator interactions for the Social Security Administration's 335 million customers.
- Led the design of the a nationwide system that allows the customer representatives to produce compliant FOIA redacted printed customer records from within the the current web based records management systems.
- Led the design of the Customer Application Status Reporting System used by 32 million Social Security Administration account users.
- Lead Designer of the Multi Factor Authentication System used by the Social Security Administration
- Led the Design and Development of Web Based, database driven real time data visualization methods for the Social Security Administration for the improvement of internal dashboards.
- Performed market research to facilitate the selection of enterprise hardware and software
- Presented Mural Brain storms of UX data collection to stakeholders
- Led the design of a mobile application that will be used to facilitate remote doctors' visits for CMS patients
- Managed projects using SCRUM methodologies
- Conducted Business Analysis to aid in the business development efforts
- Developed holistic visual design and pattern libraries for web and mobile products
- Managed, Conducting and facilitated user interview and testing efforts to determine the efficacy of both existing applications and to determine the requirements of new products.
- Researched and developed end user personas and workflows
- Created specific UI designs to be implemented by web developers
- Worked with web developers to research and develop user interfaces for new features and functionality
- Researched and designed industry specific user interface styles for government service needs
- Ensured Section 508 Compliance

## **3/2010 to 10/2013 - Maryland Department of Human Resources**

### **Associate Director of Interactive Technologies (Webmaster Supervisor)**

- Led the Redesign of the Agency's Website: Successfully completed a total redesign of the agency's website. The new site embraces the latest in website development technologies, including integrated social media feeds, mobile device optimization, event management, document management, distributed content management etc.
- Web based Training Application: Successfully developed, deployed and maintained a state wide training application that educates and tests 1600 employees biweekly. This training program resulted in a significant reduction in the error rate in processed applications and brought Maryland into compliance with federal guidelines.
- Knowledge Base: Developed and deployed a knowledge management system that replaced the agency's old HTML based intranet. The new Knowledge Base is now searchable, easier to navigate, utilizes RSS feeds, social media etc.
- News Room: Developed and deployed a web based news room to facilitate the dissemination of agency news to the public.
- Social Media: Managed the social media presence for the agency and implemented policies that tripled the agency's social media reach.
- Supervised Staff: Supervised a team of developers and designers and led them to meet the consistently meet the Agency's goal.
- Co-Managed of the print/graphics production team in the production of complementary print and web collateral for coordinated campaigns. These included the production of brochures, training manuals, web banners etc.
- Served as the liaison to the Governor's Web team and will ensure that the DHR's websites adhere to the policies, standards and protocols set by that office
- Assisted with the recommendation of and implementation of security measures that would safeguard the continuance of DHR's website and intranet functionality
- Facilitated the training of DHR staff members to reach the level of competence required utilize the web based affordances that meet the agency's goals
- Served as the interface for DHR's web hosting vendors.
- Meet with web hosting vendors to discuss strategies to achieve DHR's goals
- Facilitated Agency Wide Web Community Web Team Meetings

## **2003 to 2010 - Baltimore City Community College**

### **Webmaster**

- Managed a Content Management System based website for a College that annually serves 20,000 students
- Developed and integrated web based technologies (both commercial off the shelf and in-house applications) to meet the College's strategic goals
- Installed and Managed a SharePoint based Intranet that served a staff of 500 employees
- Conducted usability studies with students, faculty and staff that resulted in the improvement of the student experience when interacting with web based eLearning applications

- Developed use case scenarios that were used in the selection of web based applications
- Developed a help desk application to process the requests sent to the Marketing and Publications department
- Deployed discussion boards to facilitate internal communication on matters of interest
- Deployed streaming videos of campus events
- Develop a content management system to publish the College policies and procedures
- Developed training materials and conducted training sessions to improve employee competence with web based applications
- Collected web usage data using Google Analytics and reported it to upper management to assist in the gauging the efficacy of marketing initiatives.
- Deployed custom search engines using the Google Search API
- Integrated social media into the College's marketing strategies.
- Troubleshoot and resolved application and hardware failures.
- Managed relationships with external vendors that provide web hosting and hardware support
- Deployed the colleges social media presence of Facebook and YouTube
- Supervised teams for the development and deployment of projects and the maintenance of applications and infrastructure