

AYANNAH BUFORD

UX DESIGNER AND PROJECT MANAGER

REPRESENTED BY CREATIVE CIRCLE
202-827-2207 

WWW.BBRILLIANT.DESIGN/PORTFOLIO 

AYANNAH.BUFORD@BBRILLIANT.DESIGN @ 

CAREER HIGHLIGHTS

- Eleven years of experience as a user experience researcher and designer, certified usability analyst, and systems engineer
- Worked with over 15 federal and state government agencies on various creative, technology, and digital modernization projects
- Project Management Professional (PMP®) Certified
- Human Factors Institute - Certified Usability Analyst (CUA)
- Lead UX designer for awarded \$1.54 billion IDIQ for the Department of Homeland Security FLASH challenge with the Deloitte-Emagine Digital Team

EXPERIENCE (YEARS AND LEVEL)



WORK

NOV 2017-
CURRENT

PRODUCT MANAGER AND UX DESIGNER

DC DEPARTMENT OF INSURANCE, SECURITIES, AND BANKING

- Design and develop a health insurance library Drupal microsite for DC citizens.
- Manage stakeholder relationships, budget, schedule, and software development team.
- Perform information architecture and content strategy to re-structure health insurance information; converted PDFs into interactive web tools.
- Develop a clickable prototype, responsive mobile design layout, and detailed design specifications for the development team.

MAR 2018-
MAR 2019

EDITORIAL AND GRAPHIC DESIGNER

DC OFFICE OF PLANNING

- Developed layout and visual aesthetics for the District of Columbia Cultural Plan (224 pages) and the Anacostia Waterfront 15 year Progress Report (70 pages). DC Cultural Plan execution was allocated \$13 million dollars in DC Mayor Bowser's budget for 2020.
- Responsible for photography, photo rights and selection, typography, maps, infographics, and spot graphics.
- Managed tasks and risks, scheduling, resource allocation, and Mayorial review draft preparation.

MAR 2018-
SEPT 2018

PUBLIC RELATIONS GRAPHIC DESIGNER

DC OFFICE OF TAX & REVENUE

- Design graphic art and visual materials for OTR across various marketing and outreach campaigns including the marketing campaign for the new MyTax.DC.gov system and DC Seniors Real Property Programs.
- Media assets include infographics, social media graphics, posters, pop up stands, and resource guides/fact sheets.

EDUCATION



M.S. Information Technology - Human Computing Interaction

Rensselaer Polytechnic Institute
December 2010



Master Certificate, Visual Communications - Digital Multimedia

John Hopkins University -
Computer Career Institute
March 2008



B.S. Information Technology - Database Development and Administration minor Business Administration

Bowie State University
May 2007

CERTIFICATES



Project Management Professional (PMP®)

Certified Project
Management Institute
May 2016



Certified Usability Analyst

Human Factors Institute
June 2012



User Experience Design

General Assembly
July 2016

ONLINE



[www.linkedin.com
in/ayannahbuford](http://www.linkedin.com/in/ayannahbuford)

WORK

JAN 2017-
SEPT 2017

PRODUCT DESIGNER AND TECHNOLOGY TRAINER

DEVELOPMENT CORPORATION OF COLUMBIA HEIGHTS

- Developed design for the minimal viable product, NEAR web app. www.near.delivery
- Conducted surveys with over 100 business owners and potential users on service needs and public prototype demonstrations at South by Southwest - DC House.
- Developed and facilitated a technology training certification program to support 15 low-to-moderate income citizens who are aspiring entrepreneurs.

MAY 2016-
DEC 2016

SENIOR UX DESIGNER

DELOITTE CONSULTING LLP - DELOITTE DIGITAL STUDIO

- Supported the **Commonwealth of Pennsylvania** mobile development project to design the *myCOMPASS Android and iOS app* for welfare recipients.
- Designed and managed user testing research plan, data analysis strategy, and testing script for user test with over 50 welfare recipients across four Pennsylvania cities.
- Developed a highly annotated wireframes, workflows, and specification document based on user stories, user testing results, and services for the engineering and product team.
- Designed a coin lifecycle management pilot tool for the **United States Mint**.
- Conducted over 20 usability interviews to define user needs and process requirements with a clickable prototype.
- Produced 100+ wireframes, UI specifications documents, and the creation of 53 user stories for the development and product team.

APR 2015-
MAY 2016

SENIOR TECHNOLOGY CONSULTANT

DELOITTE CONSULTING LLP - TECHNOLOGY STRATEGY AND ARCHITECTURE

- Conducted user testing and heuristic evaluation on digital signage kiosk for **Amtrak** employees for new employee and labor management solution.
- Supported infrastructure team for the Amazon Web Services cloud implementation of the integrated employee and labor management solution.
- Led Improving IT Operations with Data team for **Customs and Border Protection** to develop user personas, and a proof of concept for an application health dashboard.
- Prepared a business case for the value of implementing an application health dashboard for application owners, operations managers, and executive leadership.
- Analyzed system workflows and business processes to recommend a long term strategy for using organizational and machine data to improve IT operational intelligence.

MAR 2008-
MAR 2015

HUMAN FACTORS & SYSTEMS ENGINEER/PROJECT MANAGER

LOCKHEED MARTIN (LM) CORPORATION

- Designed the mobile application prototype to replace the old domestic and foreign food inspection process for the **Food and Drug Administration**; conducted ethnographic field studies; facilitated two integrated product teams to collaborate and develop end-user requirements and identify process improvements.
- Led implementation of Cisco unified communications technology and other communications hardware for call center IVR system to 400 customer service representatives and 150 enterprise staff members across twelve office sites for the **Long Island Power Authority - Long Island, New York**.
- Led STEM pilot for the **Prince George's County Public Schools** to deliver education technology for an expert-to-classroom experience; deployed seven Cisco telepresence nodes across County schools; tested and trained over 50 pilot participants.
- Led UX design in the **LM Cyber Innovations and Technology Center** for multiple innovative products and delivering executive presentations, demonstrations, technical reports and briefings, and facilitating brainstorm sessions.
- Led human factors team with **National Archives and Records Administration** to provide usability expertise across three projects to preserve obsolete digital file formats.

TOOLS

ADOBE CREATIVE CLOUD

SKETCH

MARVEL

AXURE RP

ZEPLIN

PRINCIPLE

AWARDS

Applause Award for UX design and competition participation for the FLASH Department of Homeland Security \$1.5 billion IDIQ

Applause Award for community development with Amtrak Transportation Sector

2013 Service Recognition Award for Lockheed Martin Corporation

2013 WOC Technology Rising Star Award from the Career Communications Group

Nominated for the BEYA Most Promising Engineer

Celebration of Excellence Award for NASA JPL Hybrid Cloud Computing services

CASE STUDY MyCOMPASS App

Commonwealth of Pennsylvania

We created a public benefits app.

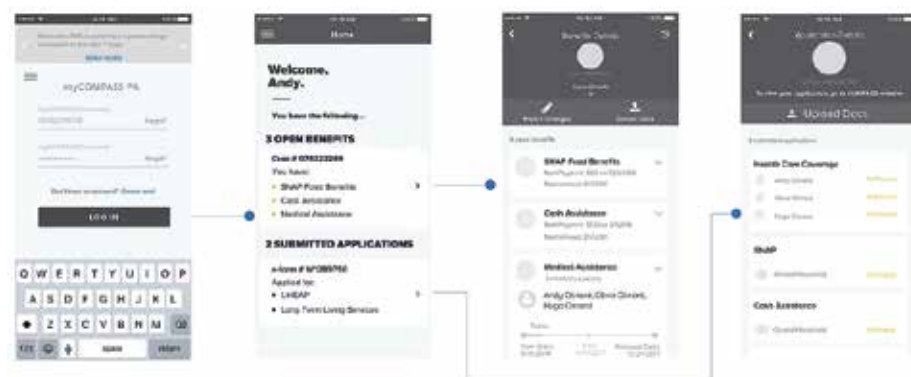


THE SOLUTION

We developed a CoPA mobile application is a native iOS app meant to help Pennsylvania citizens upload necessary verification documents during the benefits process. Citizens can see details on their benefits and submitted applications. Allowing citizens to see their benefits details help them to understand what benefits they are receiving, any additional requirements for receiving benefits, and denial of benefits information.

THE PROCESS AND METHODOLOGY

Our team followed an agile development lifecycle with user experience design leading the development and iterating the design over three sprints. Though the app would be available on iOS and Android devices, our design patterns followed closely with Google's Material Design methodology.



View app demo @

www.bbrilliant.design/mcp

Download app from iTunes Store

PROJECT SCOPE

User Test Research Plan
A/B Testing (in Field)
Usability Testing (in Field)
Interviewing (in Field)
Clickable Prototype
Wireframe
UI Design Patterns
UI Specifications

CHALLENGE

The Commonwealth of Pennsylvania (CoPA) requested help from Deloitte Digital Studio (Ayannah's previous team) to create a solution for reducing inefficiencies around their state benefits process. The public assistance and benefits process was very frustrating for both benefits recipients and caseworkers. For benefit recipients, wait times are long, paperwork can be confusing, and mistakes can increase waiting time for receiving assistance.

PRIMARY GOALS

CoPA's primary goals for improving the process for all stakeholders are:

- Save client time
- Increase satisfaction
- Reduce reliance on county assistance offices & call centers
- Improve caseworker efficiency

CASE STUDY MyCOMPASS App

Commonwealth of Pennsylvania

METRICS FOR USER TESTING

We wanted to make sure the citizens would get the most value out of this app. We set goals to determine design success with clients including:

- The percentage of people who login into the mobile app
- The percentage of people for using the mobile app to upload documentation
- The percentage of people submitting renewals or applications that are error-free and ready for caseworkers to process

FIELD TESTING RESULTS

To ensure we're on track to reach these targets, we conducted three rounds of qualitative usability tests across three County assistance offices with over 50 benefits recipients and candidates. We used two teams to conduct random user testing in these offices to ensure a diverse perspective. The testing results often came back producing similar results. Some of our findings include:

- The majority of benefits recipients own an Android device; however, data service may pose an issue for low-income individuals to access the app.
- The Help options need to be outside on the login screen for those that require help but do not currently own an account.
- Uploading documents is a beneficial feature to reduce the need to come to the County office; however, most people do not have an account and do not know how to get an account with the state of Pennsylvania

A/B TESTING

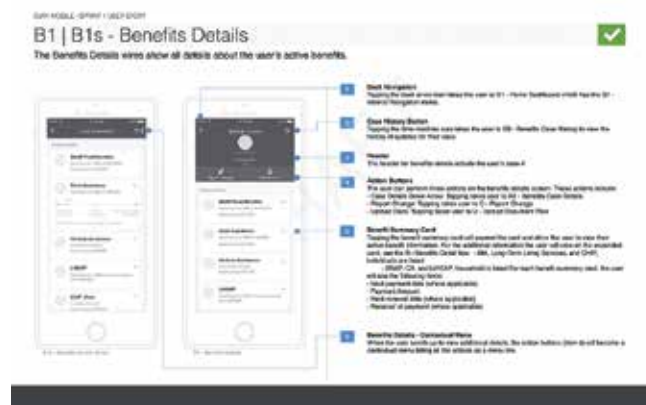
Our first usability test included A/B Testing to determine the preferred dashboard layout to display a summary of benefits information. **Dashboard B won!**

CLICKABLE PROTOTYPE

We created a clickable mobile prototype for user testing and to help the development team understand app user flow and transitions. The UX and Visual team worked together to ensure consistency with design patterns and alignment with user testing findings. Between the clickable prototype and the UI specifications, the developers found these to be extremely helpful with developing the app.

WIREFRAME SPECIFICATION DOCUMENT

To ensure design, development, and stakeholders agree to the right features and design to develop, we created and delivered UI and wireframe specifications every sprint to publish change logs, update user stories, and remove user stories as needed. These specification documents were used to verify each screen state and transition. The green check indicated approval of the screens listed on the page.



CASE STUDY NEAR DELIVERY

NEW ERA VENTURES

We created a mobile marketplace.



THE SOLUTION

B.Brilliant designed the NEAR prototype mobile app to help test DC residents acceptance of a platform to discover and purchase local products from DC merchants in one place. DC residents will be able to explore the shops located near them and have delivery options that can meet their convenience needs. The testing of our concept revealed a need to focus on D.C. merchants first. Therefore, we followed with the design and development of the responsive web version of the NEAR application for more user and merchant testing. This approach makes it easier for merchants to load their inventory into the NEAR database.

THE OUTCOME

The NEAR Team received interest for seed funding from a public official and economic developer. The NEAR app was presented at the WeDC House Showcase at SXSW and received enthusiastic attention from people and public officials who have an invested interest in the economic development of DC small businesses. The NEAR beta web app is live at www.near.delivery.



View app demo @ www.bbrilliant.design/near
Visit MVP @ www.near.delivery

PROJECT SCOPE

Consumer and Merchant Survey
Product Validation through Interviews
Clickable Prototype
Wireframes
UI Design Patterns
UI Visual Design
Product Management

CHALLENGE

New Era Ventures (New Era) requested help from B.Brilliant to design a solution to validate their concept for an e-commerce platform that serves the interest of local, small product merchants in the Washington, DC area. The challenge was to develop prototype concept, marketing video, and promotional page within three weeks to present at the South by Southwest (SXSW) conference.

PRIMARY GOALS

The prototype design needed to make the process of purchasing local products easy to influence buyers' behavior to support local businesses. We also needed to determine which delivery method would be best to build first: a mobile app or a web platform.

CASE STUDY NEAR DELIVERY

NEW ERA VENTURES

CONSUMER AND MERCHANT SURVEY

We surveyed 66 consumers, and the results of their preferences and behaviors are as follows:

- 71% of respondents spend \$51 or more a month in online shopping for non-food items.
- 53% of respondents shop with small, DC-based businesses (excluding bars and restaurants) less than 10% of the time per month.
- However, 83% of respondents are interested in shopping with local businesses as long as it is easy to do.

PROTOTYPE AND DEMONSTRATION

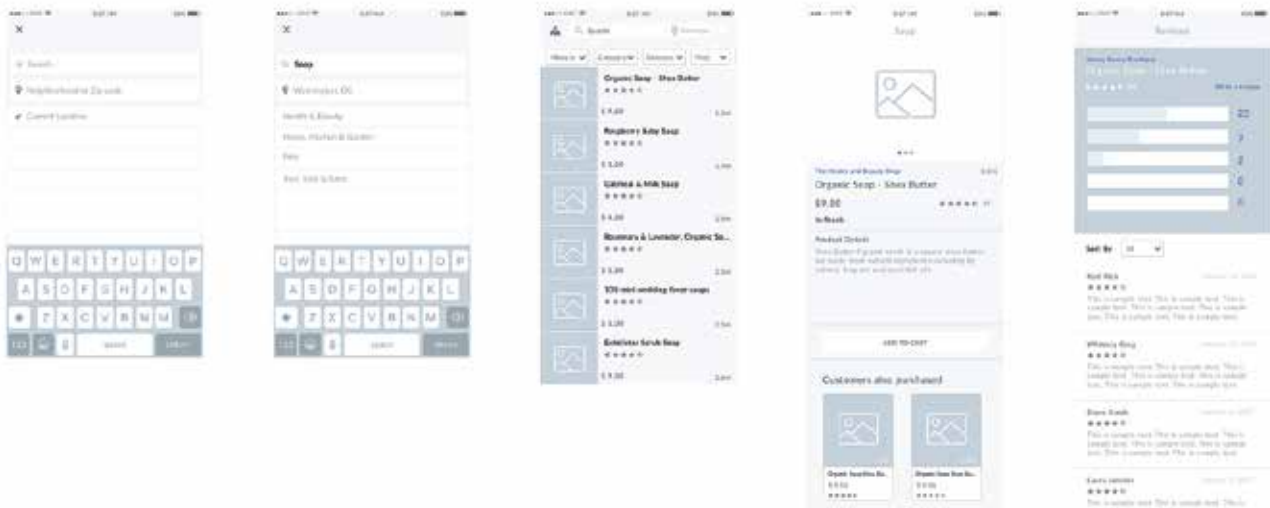
We created a clickable prototype and a one-page information website to demonstrate the app's key features and gauge interest from both product makers and potential consumers.

THE PROCESS AND METHODOLOGY

Because of the short period to prepare for SXSW, we engaged in rapid requirements synthesizing, wireframing, visual design, and prototyping. We used a lean and agile design process to collaboratively brainstorm the right minimum viable product (MVP) design to demo for potential clients and investors.

The critical design decisions made for this mobile app include:

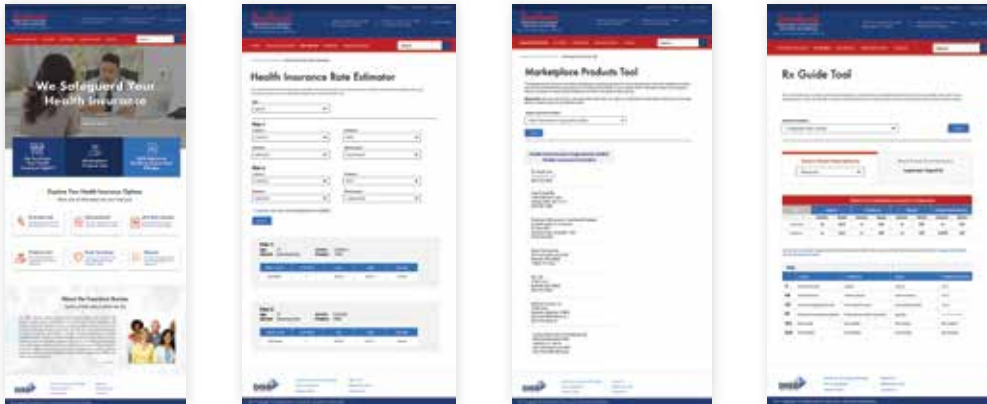
- The onboarding process needs to encourage users to sign up and log in. However, the app does not require user's to log in or sign up to browse the app's marketplace. Once the user-enabled location services and notifications are turned on, they can skip through the first time user experience screens to go directly to the app home screen.
- The NEAR team will curate and highlight a list of products to encourage store owners to create high-quality products and drive revenue.
- The user has multiple methods for searching including keyword search, search by category, and an exploration button so users can find local merchants within 5 miles of their current location.
- All delivery methods (i.e., shipping, delivery carrier, and curbside) will be trackable. The value proposition of the NEAR app is same-day delivery, next-day delivery, and curbside delivery for transactions that are convenient and fast.



CASE STUDY HEALTH INSURANCE LIBRARY

DC Department of Insurance, Securities, and Banking

We created a health insurance library.



THE SOLUTION

The Department of Insurance, Securities and Banking (DISB) tasked B.Brilliant to design and develop a Health Insurance Library microsite for the Insurance Bureau. The microsite was created as part of a federal grant to increase insight and feedback into the health insurance rate review process. B.Brilliant was the project manager and managed stakeholder feedback, the schedule, and subcontractor management. B.Brilliant performed information architecture to simplify navigation to discover the most key information and content strategy to re-organize and re-structure scattered health insurance information. B.Brilliant designed the conversion of several PDFs into interactive tools, developed a clickable prototype, responsive mobile design layout, and developed detailed design specifications for the development team.

THE PROCESS AND METHODOLOGY

We followed a lean, agile, multi-phased approach for design and web development.

Discovery Phase: Information Architecture

During the Discovery Phase, we established the vision for the microsite design and the resources available to D.C. consumers during the rate review process. This analysis provided our team with the information to convey what resources are available, who the resources are for, and how to connect with resource leaders/managers. We conducted an audit on the current DISB website for the following information (but not limited to):



View microsite demo @ <http://dev-disb-health-insurance.pantheonsite.io>

PROJECT SCOPE

User Test Research Plan
Task Flows and User Stories
Persona Development
Qualitative Usability Testing
Interviewing
Clickable Prototype
Wireframe
UI Specifications
Production Website
Interactive Tool Concepts

CHALLENGE

The District of Columbia has taken extensive measures to ensure D.C. insurance consumers receive fair and reasonable insurance rates. To conduct useful rate reviews under the Health Insurance Rate Review Grant Program, D.C. must develop an effective rate review program that ensures relevant information is discoverable and in plain English so consumers can provide feedback on the rate review submissions.

PRIMARY GOALS

- Design a data-friendly and user-friendly library to maximize the user experience and consumer engagement.
- A safe space titled "Tell Your Story," for consumers to provide information about their personal experiences with DISB and insurance providers.
- Provide transparency about insurance coverage and costs.

CASE STUDY HEALTH INSURANCE LIBRARY

DC Department of Insurance, Securities, and Banking

- List of links of the current health insurance and health insurance rate-review information;
- List of partner organizations;
- Contact information to connect residents to D.C. government services and partner agencies;
- Identification of other D.C. government agencies to advertise D.C. services; and
- Health insurance crime and program data.

Define Phase

We drafted a creative brief that outlines the scope of work and other design restrictions that needed consideration. One of the most critical design restrictions was the site needed to be built on the Drupal content management system and have structural similarities to the current DC.gov portal. We investigated the necessary user workflow paths and content requirements at this phase in preparation for the design and implementation phases.

Design Phase

During the Design Phase, we implemented a rapid wireframing and prototype process in Sketch. This process involved the Design Specification document that includes wireframes, mock-ups, and user interface specifications that were reviewed by the DISB product team for approval. We used Zeplin to handle design specification information for the development team and the Sketch clickable prototype for the client team review and approvals. Upon client approval, this document and supporting assets are handed off to our development team for implementation.

Build and Deploy Phases

The Build and Deploy Phases are a rapid and iterative process for building the microsite as designed and testing for feature functionality. This phase is a collaborative stage that requires coordination between multiple teams including product management, user experience/user interface design, copy editing, software development, quality assurance/test, or client product owner(s). Each team ensured the workflow, functionality, and content of the website meets users' needs, technical requirements, and agency standards. We conducted iterative site reviews and tests as the software development team built site functionality for client approval and feedback. The following phase will be Beta testing with D.C. users.

URL	Title	Status	Content
http://www.dcbi.org/health-insurance/health-insurance-rate-review	Health Insurance Rate Review	200 OK	Health Insurance Rate Review
http://www.dcbi.org/health-insurance/health-insurance-rate-review/2018-2019	2018-2019 Health Insurance Rate Review	200 OK	2018-2019 Health Insurance Rate Review
http://www.dcbi.org/health-insurance/health-insurance-rate-review/2017-2018	2017-2018 Health Insurance Rate Review	200 OK	2017-2018 Health Insurance Rate Review
http://www.dcbi.org/health-insurance/health-insurance-rate-review/2016-2017	2016-2017 Health Insurance Rate Review	200 OK	2016-2017 Health Insurance Rate Review
http://www.dcbi.org/health-insurance/health-insurance-rate-review/2015-2016	2015-2016 Health Insurance Rate Review	200 OK	2015-2016 Health Insurance Rate Review
http://www.dcbi.org/health-insurance/health-insurance-rate-review/2014-2015	2014-2015 Health Insurance Rate Review	200 OK	2014-2015 Health Insurance Rate Review
http://www.dcbi.org/health-insurance/health-insurance-rate-review/2013-2014	2013-2014 Health Insurance Rate Review	200 OK	2013-2014 Health Insurance Rate Review
http://www.dcbi.org/health-insurance/health-insurance-rate-review/2012-2013	2012-2013 Health Insurance Rate Review	200 OK	2012-2013 Health Insurance Rate Review
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http://www.dcbi.org/health-insurance/health-insurance-rate-review/2001-2002	2001-2002 Health Insurance Rate Review	200 OK	2001-2002 Health Insurance Rate Review
http://www.dcbi.org/health-insurance/health-insurance-rate-review/2000-2001	2000-2001 Health Insurance Rate Review	200 OK	2000-2001 Health Insurance Rate Review

Web Audit

2018 Competitive Heart Failure By Severity Guide

ICD-10 Code	ICD-9 Code	ICD-10 Description	ICD-9 Description
I50.0	402.01	Heart failure with congestive symptoms	Heart failure with congestive symptoms
I50.1	402.02	Heart failure with pulmonary congestion	Heart failure with pulmonary congestion
I50.2	402.03	Heart failure with systemic congestion	Heart failure with systemic congestion
I50.3	402.04	Heart failure with mixed congestion	Heart failure with mixed congestion
I50.9	402.09	Heart failure unspecified	Heart failure unspecified

PDF to
Interactive
Tools

Ex-Guide Tool

Interactive tool interface for heart failure severity guide.



Zeplin - UI Specification