



b.brilliant

DESIGN · MARKETING · TECHNOLOGY

CAPABILITY STATEMENT

COMPANY INFORMATION

Company Name BBRILLIANT LLC

DBA b.brilliant

DUNS Number 080527035

CAGE Code 7U6J0

*Accept Credit and Purchase Cards

CONTACT



Ayannah Buford
CEO & Creative Director
240-506-0296



ayannah.buford@bbrilliant.design



www.bbrilliant.design



Prince George's County Office
9010 Ruby Lockhart Blvd
Glenarden, MD 20706



PROFILE

B.Brilliant is an experience design company that provides design, marketing and technology services to government agencies. We help organizations build stronger relationships between customers and their business through digital transformation, user and customer experience, project management, software/web/mobile development, and graphic and media content development. As a **woman and minority-owned business**, our approach is to focus on strategies that create fresh ideas that deliver behavior changing experiences.



PAST PERFORMANCE

"Prior to establishing BBrilliant, the owner, Ayannah Buford, was a technology strategist, user experience designer, project manager at Deloitte Consulting & Lockheed Martin for over 10 years managing IT projects at **Customs & Border Protection, U.S. Mint - U.S. Treasury, Amtrak, Public Service Enterprise Group – Long Island, The Pentagon, NASA Jet Propulsion Laboratory, and the Food and Drug Administration.**



DC Office of Planning



Department of Insurance, Securities and Banking



DC Office of Tax and Revenue



Development Corporation of Columbia Heights



Corenic Construction Group



Protecting Our Vote & Protecting Our Vote - Federal



Wondros



National Institutes of Health



CORE CAPABILITIES

We offer consulting services that **align customers, products, and services** with your **organization's people, processes, and technology**. We also create **print and digital media** for a variety of uses including **web, mobile, documentation, and visual communications** that is inspired by an organizational culture:

- Marketing & Communications
- User & Customer Experience
- Digital & Print Media and Marketing Collateral
- Web, Mobile, and Software Development
- Experiential Training



CEO's HIGHLIGHTS

- Project Management Professional® (PMP) Certified
- Certified Usability Analyst (CUA)
- Over 10 years as a user experience researcher and designer, certified usability analyst, technology strategist, and systems engineer
- Worked with over 15 federal and state government agencies on various creative, technology and digital modernization projects
- Lead UX designer for awarded \$1.54 billion dollar IDIQ for the Department of Homeland Security FLASH challenge with the Deloitte-Imagine Team



NGIP and NAICS CODES

NGIP

92040	Computer Programming Services (PRIMARY CODE)
90735	Designing Services
91875	Management Consulting
92000	Software Services
91876	Marketing Consulting
92400	Educational/Training Services
91569	Video Production and Distribution Services
91551	Web and Virtual Tours
91573	Public Information Services

NAICS

541512	Computer Systems Design Services (PRIMARY CODE)
541430	Graphic Design Services
541611	Administrative Mgmt and General Mgmt Consulting
541511	Custom Computer Programming Services
541613	Marketing Consulting Services
611710	Educational Support Services
512110	Motion Picture and Video Production
541519	Other Computer Related Services
541618	Other Management Consulting Services



CERTIFICATIONS AND ASSOCIATIONS

FEDERAL, STATE, and LOCAL



SBA Women-Owned Small Business (WOSB)
ID# WOSB172031



DC DSLBD Certified Business Enterprise (CBE)
ID# LSDZ81942062020



MDOT Minority and Disadvantaged Business Enterprise (MBE/DBE)
ID# 17-602



WBENC Women's Business Enterprise (WBE)
ID# WBE1701893



Washington Metropolitan Area Transit Authority (WMATA) (DBE)
ID# 19-01-02-N

INDUSTRY



General Assembly (GA) Alumni User Experience Design (UX)



Society of Environmental Graphic Design (SEG)



Digital Signage Experts Group (DSEG) Digital Signage Certified Expert (DSCE)



Project Management Institute (PMI) Project Management Professional (PMP)
PMI ID# 4383414



Human Factors Institute (HFI) Certified Usability Analyst (CUA)
#2013-4059



MWAA Local Disadvantaged Business Enterprise (LDBE)
Vendor ID# 20507075