

**Brad Aabel**

301.978.1020

**User Experience (UX) Researcher, Architect, Strategist, and Manager**

## **APPROACH**

The User Experience role extends far beyond user testing and observation. Whether it's spot, full, or lean integration, UX needs to be involved early and often. UX starts asking questions before the work begins to clearly understand, assess, document, and collaboratively review and approve the initial project vision, needs, goals, and problems. UX investigates, in as much detail as possible, the big picture to learn about the entire journey and to give context to the user's tasks, goals, needs, influencers, and motivators. These requirements will drive the research and methodology recommendations to maximize learning to make the best usability and design decisions. It then becomes a negotiation to agree on the optimal approach using the right methods, at the right time, within the budget.

### **ICF**

Senior UX Information Architect, Researcher, Strategist, and Manager

March.2015 – Present.

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## **PROJECT EXPERIENCE**

### **User Experience Lead, Strategist, Manager**

October 2016 – Present.

#### **Substance Abuse and Mental Health Administration**

Mr. Aabel is UX Manager and Lead in the redesign and development of the the SAMHSA CBHSQ Data website. His work includes evaluating, assessing and prioritizing business and user needs, planning UX integration, as well as coordinating, delegating and overseeing project tasks and user research.

### **User Experience Lead**

June.2015 - Present

#### **Genetics Home Reference (GHR), NLB, NIH**

Worked as project and UX Lead to redesign and develop the GHR website. His work included conducting user research, re-designing information architecture, designing wireframes, and coordinating visual design and development to improve the navigation, content, and look and feel.

### **Senior Information Architect & Strategist**

March.2015 - Present

#### **Choice Neighborhoods, U.S. Department of Housing and Urban Development (HUD)**

Worked with stakeholders and team members to understand and identify user requirements and performed a heuristic evaluation of the new web application.

### **User Experience Lead, Strategist, Manager**

March.2015 - Present

#### **Smokefree.gov**

Researched and evaluated the many services, channels, touchpoints, and devices the smokefree.gov program was using to deliver content to their users. Mr. Aabel developed cross channel heuristic evaluation standards in order to generate best practices and a constructive assessment to optimize the delivery of information across the channels, touchpoints, and devices. Mr. Aabel used this assessment to produce a content model so that the program could visualize the benefits of integrating, consolidating, and sharing content and information across their many services.

Led the user experience planning, evaluation, and research for Smokefree.gov activities. He has worked closely with clients, business analysts, product owners, managers, development teams to understand business and user goals. Mr. Aabel also works closely with design and development teams to envision, develop, and implement style, content, and accessibility standards and guidelines. Mr. Aabel has conducted brainstorming activities, user research, task analysis, analytics, and interviews to understand user needs and client goals. For various development efforts, Mr. Aabel has used this user research to help inform, conceptualize, then test the design of information architecture, wireframe (page, site, and content), and prototype designs. Mr. Aabel is proficient in most user experience industry standard visualization tools (e.g. Axure, Visio, Balsamiq, photoshop).

### **Novetta Solutions**

Senior User Experience Lead

February.2013 – March.2015

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Worked as user experience expert on long-term top secret insider threat projects for DoD providing user-centered design creative expertise, leadership, vision, and direction. Duties include:

- Evaluating, researching and developing user requirements and needs
- Conducting user research, expert evaluations, and usability studies
- Designing prototypes, and low/high fidelity wireframes, and other diagrams to effectively communicate the user experience features and functionality
- Promoting, evangelizing, and clearly communicating importance of user experience design and usability.
- Interviewing potential users, managers, team members, and stakeholders to design and optimize the user experience and balance the users' needs with mission/business goals and technological capabilities.
- Establishing UX requirements and integrating the resulting efforts into the information architecture, user interface and interaction design to ensure a consistent interactive experience.

**SRA International**

Senior User Interface Designer

March.2011 – February.2013

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Designed and developed wireframes, prototypes, application dashboards, pages, and forms for FDA, EPA, Energystar, and other government agencies. Developed style guide and page and component-level user interface standards, guidelines, and patterns. Responsible for accessibility and section 508 requirements. Analyzed requirements and designed wireframes for new and existing pages and recommended UI best practices. Designed wireframes, prototypes, web pages, application screens, dashboards, and forms for EPA and ENERGYSTAR.GOV. Acted as liaison & advocate for end-users to communicate requirements, to Clients, Team Members, and Managers. Performed usability studies and published written analysis of findings. Contributed to proposals.

**Ideation Inc.**

Senior Creative Designer

December.2008 – March.2011

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Designed websites, online applications, and desktop applications. Developed, designed, and managed information architecture, and new & existing content for FEMA.gov website. Reviewed and analyzed FEMA desktop and online applications for usability and user interface issues. Designed wireframes and prototypes/storyboards. Developed and designed e-learning course content, interactive multimedia exercises, and software simulations. Designed print and electronic graphics.

**Genesis 10**

Senior Web Architect / Designer

September.2008 – May.2009

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Developed, redeveloped, and maintained ARMY DUSA public facing website and intranet portal. Worked with clients to understand operational and end-user needs to create web presence to promote directives. Performed full web design life cycle responsibilities, including: Requirements Gathering; Requirements Analysis; Scheduling; Budgeting; Prototyping; Content and Information Architecture; Web Templates; HTML Web Pages; UI Design; Usability Studies; Functionality Analysis and Design; Accessibility (508) Analysis; HTML/XHTML Validation; and Testing.

**Lockheed Martin**

User Interface Designer

March.2008 – September.2008

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Reviewed and evaluated UI design for Customs and Border Protection applications. Created page layouts for portlets & worked with Developers to integrate front end design with back-end database. Analyzed end-user roles, responsibilities, and needs to determine appropriate design. Designed prototypes using CSS, HTML, and XHTML. Validated XHTML and CSS code.

## **URS Corp**

Senior Website Designer

May.2005 – February.2008

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Developed, designed, & re-designed websites, eLearning, & applications for various Federal & non-Federal projects. Responsibilities included: information architecture, content repurposing (print to web), prototypes, designing web and print graphics, user interface design, navigation design, usability testing and review, template design, section 508 review, and creating standards and guidelines. Ensured websites used W3C compliant XHTML and CSS code. Integrated front-end UI design in various desktop environments. Developed, communicated, and promoted end-user needs with team members to ensure application and web design projects met client and user needs and requirements.

## **STG International**

Website Project and Content Manager

September.2002 – May.2004

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Coded, managed, repurposed, and analyzed medical studies, data, and documentation for posting onto www.ahrq.gov. Reviewed website navigation, page layout, content, & workflow. Recommended new standards to improve usability. Observed usability studies at the NCI lab and used findings to improve web site usability. Managed extranets and other web related projects. Researched and tested portal implementation for AHRQ intranet.

## **Federal Emergency Management Agency**

Intranet Designer/Developer/Content Manager

July.1998 – September.2002

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Developed and managed web sites and web templates. Designed all web graphics, miscellaneous graphics, and artwork. Researched and documented Federal, Agency, and industry standards.

## **PROFESSIONAL AFFILIATIONS**

User Experience Professionals' Association (UXPA)

## **EDUCATION**

**1992.** B.A URBAN PLANNING, UNIVERSITY OF MARYLAND, COLLEGE PARK, MARYLAND

## **CERTIFICATIONS & TRAINING**

**2016.** NIELSON NORMAN GROUP UX CERTIFICATION

**2008.** NIELSEN NORMAN GROUP USABILITY AND INTERACTION DESIGN WEEK

**2004.** WEB DESIGNER CERTIFICATE PROGRAM, CAPCON TRAINING CENTER

