

Alice Li

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High Honors B.A. in English, May 2013, Harvard University (Cambridge, MA)

May 2015 - Present: Data Manager - Executive Communications and Support, Graphic Designer, SBG Technology Solutions (Washington D.C.):

Provides executive communications to the senior adviser to the Under Secretary of Health (USH)/Executive Program Manager of VistA Evolution (VE) and the Veterans Health Administration (VHA) VE Director of Program Operations. Serves as the graphics lead at the VE program-level. Writes issue briefs and correspondence, and develops communications presentations for executives. Designs graphics for the SBG VP of Healthcare and Benefits Transformation (HBT) and her team.

- Developed and designed the VE Communications Strategy in 72 hours, earning praise from the senior adviser to the USH, SBG's HBT Vice President (VP), and SBG's Communications Director.
- Earned praise from the senior advisor to the USH: "Alice is absolutely outstanding."
- Coordinated project efforts to come to a decision on the \$9 billion health information-technology contract to digitalize the military's medical record system.
- Modernized VE's branding by creating a new style guide and comprehensive visual identity, earning praise from the Director of Program Operations.
- Noted on performance evaluation: "Alice has truly impressed our most discerning customer."
- Earned praise from SBG HBT VP: "Alice thank you for everything. You are doing amazing work."

April 2014 – May 2015: Consultant – Innovation Team Lead, Communications Specialist, Web and Graphic Designer, LongView International Technology Solutions (Washington D.C.):

Provided communications, web, and design guidance and strategy on time and in scope to the director, deputy director, and assistant directors of the Veterans Benefits Management System Program Management Office. Wrote Congressional messaging, executive briefs, and blog posts for senior VA leaders. Managed the intranet site, updating training resources daily for 29,000+ users. Analyzed web traffic to improve the user experience and user interface. Designed graphics, posters, newsletters, and templates for the director, using Adobe Illustrator, Photoshop, and InDesign. Filmed, edited, and produced instructional videos, using Adobe Captivate. Ensured 508 Compliance with Adobe Acrobat XI Pro and InDesign.

- Reduced labor costs by estimated \$90 thousand in savings by learning and performing multiple roles.
- Created executive briefs that the client presented to earn \$17 million in additional funding for FY 2015.
- Chaired the Innovation Team, managing a team of 12, leading proposals and initiatives, including redesigning the intranet, modernizing training videos, and creating an email newsletter.
- Increased page views by 135% by creating a section with HTML and CSS that improved UX and UI.
- Increased video download rates by 40% by designing and developing a user-friendly web page.
- Designed graphics that the VA Deputy Secretary, the Under Secretary of Benefits, and the client use.
- Improved productivity by training team in web analytics, video editing software, and 508 Compliance.
- Earned praise from the Vice President of LongView: "[Alice] has great talent in communications as demonstrated by her outstanding work products that often exceed customer expectations."
- Noted on performance evaluation as "a vital contributor to the team's success. Alice's intelligence and versatility make her a stellar consultant with unlimited potential to achieve further greatness..."