

# Alice Li

(415) 518-9460 ♦ [alicelifogarty@gmail.com](mailto:alicelifogarty@gmail.com) ♦ <https://alicelifogarty.github.io/profile/> ♦  
<https://github.com/alicelifogarty> ♦ <https://www.linkedin.com/in/aliceli3>

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

Front-End Web Development, July 2016, General Assembly (Washington D.C.)

## **December 2016 – Present: Communications Director, SBG Technology Solutions (Washington D.C.):**

Leads a team of four in developing VistA Evolution (VE) program and project communications products, on time, on budget, and in scope. Creates internal and external websites for both the program and projects, manages web and social media campaigns, develops senior VA leadership briefs, coordinates and promotes accomplishments to Veterans, Congress, and other stakeholders.

- Doubled team productivity in three months by increasing amount and timeliness of artifacts.
- Increased client satisfaction, receiving a 825% increase in client praise in first six months.
- Increased blog distribution by 300%, improving VE social media publicity and visibility.
- Designed and developed the VE Communications SharePoint site and the VistaWeb Decommissioning SharePoint site.

## **May 2015 – December 2016: Business Systems Analyst – Executive Support, Graphic Designer, SBG Technology Solutions (Washington D.C.):**

Provided executive support and graphics lead to the senior adviser to the Under Secretary of Health (USH) and the Veterans Health Administration (VHA) VE Director of Program Operations. Served as SBG's leadership and business development team lead graphic designer.

- Reduced labor costs by performing multiple roles: supporting two SBG contracts, supporting two VA executives, and serving as SBG's lead designer and 508 Compliance expert.
- Coordinated project efforts to come to a decision on the \$9 billion health information-technology contract to digitalize the military's medical record system.

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

Provided web, design, and communications 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. Managed the intranet site, updating training resources daily for 29,000+ users, and the VBMS contributions to the Hey VBA! blog. Analyzed web traffic and uses the data to improve the UX and UI. Designed videos, graphics, posters, newsletters, and templates for the director, using Adobe Captivate and Adobe Creative Suite. Ensured 508 Compliance.

- Reduced labor costs by estimated \$90 thousand in savings by performing multiple roles.
- Created executive briefs that clients used to earn \$17 million in additional funding for FY 2015.
- Increased intranet page views by 135% with HTML, CSS, and JavaScript, improving UX/UI.
- Increased video download rates by 40% by designing and developing a user-friendly web page.