



**Jennifer Lycke**

**UI/UX Designer**

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A versatile, creative, and analytical UI/UX Designer with 20 years of design experience

## Skills

User Experience (UX) Design, User Interface (UI) Design, User Research, Wireframing, Prototyping, Customer Experience (CX) Design, Knowledge Management, Visual Design, Usability Testing, Design Thinking, Information Architecture, Design Systems, Workflow Automation, Survey Creation, Marketing, Search Engine Optimization (SEO), Web Accessibility, Training Development, Drawing, Photography, Remote Work, Agile/Scrum Methodology, Communication, Collaboration, Secret Security Clearance

- **Front End Development:** HTML, CSS, JavaScript, JQuery, Bootstrap
- **Software:** Adobe Creative Suite, M365 Office, Figma, Adobe XD, SharePoint, Power Platform, Visio, Sketch, InVision, Photoshop, Google Analytics, Microsoft Teams, Google Docs

## Experience

**Web Content Manager - UI/UX Designer for US Coast Guard (USCG)** JULY 2008 - PRESENT

Acuity (formerly with ManTech International), Portsmouth, VA

- Improve efficiency by designing web content and digital business applications on intranet portal for 70,000+ users
- Increase portal engagement and positive user feedback by establishing a successful intranet website and knowledge management system that has become a role model for other commands
- Streamline maintenance and increase data integrity by successfully developing centralized and authoritative knowledge library that integrates with the service catalog
- Lead Coast Guard users in adopting new technology through the USCG's 'Tech Revolution'



- Increase stakeholder empathy of user needs while providing help desk support, gathering user feedback, and analyzing user pain points. Use this knowledge to problem-solve and improve digital products for teams
- Improve customer service and business processes during major organizational upheaval and successfully helped launch new portal technological infrastructure for new unit of 1,000+ staff
- Mentor junior portal administrators and users, providing technical assistance and knowledge while building a culture of collaboration and ongoing learning
- Develop training for Coast Guard power users in SharePoint and other M365 tools

### **User Interface (UI) Designer and Artist** NOVEMBER 2005 - NOVEMBER 2010

Self-Employed Freelance Designer, Carrollton, VA

- Improved online presence and branding for small businesses, startups, and non-profit organizations.
- Roles included user interface (UI) design, front end web development, graphic design, branding, photography, illustration, painting, art exhibitions, mentoring, and teaching Photoshop lessons.

### **Visual Designer / Web Author** AUGUST 2000 - NOVEMBER 2005

CACI (formerly American Management Systems), Norfolk, VA

- Created user friendly distance learning for various Department of Defense (DoD) and other government agencies
- Roles included user interface (UI) design, storyboarding, front end development, animation design, photography, user testing, interaction design, technical writing, and editing

## **Education**

- **Google UX Design Certificate**, Google Coursera 2021
- **Design Thinking Certificate**, Cornell University 2019
- **User Experience Design & Development Advanced Certificate**, 3.9 GPA, Rochester Institute of Technology (RIT) 2017
- **E-Marketing Graduate Certificate**, 4.0 GPA, University of Virginia (UVA) 2015
- **Bachelor of Arts Degree (BA)**, *Cum Laude*, Art, Messiah College