

ADRINA MARIE ANDERSON

Senior UX/UI Designer | Accessibility Specialist | Creative Director
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Public Trust Clearance | Section 508 WCAG Expert | adrina.online

PROFESSIONAL SUMMARY

Senior UX Designer and Section 508 Accessibility Specialist with 20+ years of experience delivering compliant digital solutions for federal agencies including GSA, DHS, AHRQ, and HHS. Expert in human-centered design, WCAG 2.1 AA/AAA compliance, accessibility remediation, and U.S. Web Design System implementation. Proven track record in Agile/SAFe government delivery, stakeholder management, and cross-functional team leadership. Skilled in Figma, Adobe Creative Suite, and accessibility testing tools including JAWS, NVDA, and VoiceOver. Experienced in usability testing, user research, and translating complex federal requirements into intuitive user interfaces. Strong background in brand strategy, design systems, and creative direction.

CORE COMPETENCIES

Section 508 Compliance • WCAG 2.1 AA/AAA • User-Centered Design • Inclusive Design • Accessibility Remediation • VPAT Documentation • UI/UX Design • User Experience Design • Wireframing • Prototyping • Information Architecture • Journey Mapping • Design Systems • Figma • Adobe XD • Sketch • Axure • Usability Testing • User Research • JAWS • NVDA • VoiceOver • Dragon NaturallySpeaking • ARIA • U.S. Web Design System • Adobe Creative Suite • Adobe Photoshop • Adobe Illustrator • Brand Strategy • Product Positioning • Design Thinking • Agile/Scrum/SAFe • Google Analytics • A/B Testing • Data Visualization

PROFESSIONAL EXPERIENCE

FOUNDER, CEO, LEAD SENIOR UX DESIGNER, AND HEAD OF MARKETING

First Chair LLC | Remote | June 2025 - Present

- Founded and operate independent consulting and design firm providing comprehensive UX/UI design, brand strategy, and marketing services
- Lead all strategic initiatives including market positioning, product strategy, brand development, and go-to-market planning
- Oversee comprehensive UX/UI design services including user research, information architecture, wireframing, prototyping, and accessibility compliance
- Direct marketing strategy, brand architecture, and digital positioning across all client engagements
- Conduct user experience audits, usability testing, and accessibility remediation services for federal and commercial clients
- Manage business development, client relationships, and portfolio of consulting engagements focused on digital product transformation
- Leverage 20+ years of expertise in UX/UI design, Section 508 accessibility compliance, and federal contracting

HEAD OF MARKETING AND BUSINESS DEVELOPMENT

Pragma Digital Solutions | Remote | April 2025 - June 2025

- Developed comprehensive brand architecture and positioning strategy ensuring differentiated market placement for AI enterprise solutions
- Designed and launched innovative marketing website aligning branding, product, and messaging strategies with investor narrative
- Orchestrated alpha and beta testing programs with structured feedback loops and user engagement strategies
- Conducted extensive market research and competitive analysis identifying industry trends and whitespace opportunities
- Leveraged qualitative and quantitative research to inform brand strategy, go-to-market planning, and investor materials

- Prepared comprehensive investor materials and business documentation supporting Series A funding readiness
- Successfully positioned company for institutional investment and public market launch
- Earned Most Efficient Employee of the Month recognition for rapid execution and business impact

ECONOMIC SYSTEMS INC.

Falls Church, VA | August 2018 - March 2025

CONTRACT: U.S. GENERAL SERVICES ADMINISTRATION (GSA)

SENIOR UX DESIGNER - ACCESSIBILITY & COMPLIANCE

Washington, DC | January 2023 - March 2025

- Conducted Section 508 and WCAG 2.1 AA compliance testing creating VPAT documentation and remediation guidance
- Enhanced accessibility of GSA platforms through rigorous testing and design remediation per Section 508 and WCAG 2.1 AA standards
- Designed for users experiencing low vision, blindness, mobility limitations, and cognitive disabilities
- Conducted usability audits and collected user feedback, translating findings into actionable front-end improvements
- Created HTML, CSS, and ARIA-friendly design assets integrating accessibility into early product development stages
- Collaborated with developers, designers, content strategists, and compliance officers embedding accessibility into workflows
- Performed usability testing with assistive technology users including JAWS, NVDA, VoiceOver, and Dragon NaturallySpeaking
- Advised internal teams on Section 508 remediation procedures, testing protocols, and inclusive UX principles
- Strengthened digital accessibility for government services ensuring federal compliance while improving user experience

CONTRACT: U.S. DEPARTMENT OF HOMELAND SECURITY (DHS)

UX/UI DESIGNER

Arlington, VA | August 2018 - March 2025

- Designed SharePoint intranet environments supporting multi-agency collaboration with Section 508 compliance
- Developed Google Analytics dashboards visualizing key performance metrics to inform digital strategy decisions
- Created and presented market analysis reports to program leadership highlighting digital trends and effectiveness
- Produced detailed UX workflows, wireframes, prototypes, and interactive designs based on stakeholder requirements
- Collaborated with research teams integrating user behavioral insights into design enhancements
- Partnered with front-end developers creating design systems ensuring platform consistency
- Delivered advanced internal collaboration tools facilitating improved inter-departmental communication

SENIOR UX DESIGNER - SECTION 508 ACCESSIBILITY SPECIALIST

Corporate Internal Projects | August 2018 - March 2025

- Led UI modernization of FedHR Human Resources Applications from legacy Java-based system to modern ReactJS interface
- Established comprehensive design system and brand standards ensuring WCAG 2.1 AA compliance across platforms
- Delivered 508-compliant and WCAG-aligned solutions as central priority for all UX and UI projects
- Developed unified design language across products enhancing user experience and reducing design debt

- Collaborated closely with engineering teams translating design into prototypes ensuring seamless front-end implementation
- Created ARIA-friendly components and conducted screen reader testing to ensure inclusive interface design
- Successfully modernized federal HR application systems establishing comprehensive design system

INSIGNIA FEDERAL GROUP

Rockville, MD | October 2016 - March 2018

CONTRACT: U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (HHS) AGENCY FOR HEALTHCARE RESEARCH AND QUALITY (AHRQ) UX STRATEGIST AND WEB INTERFACE DESIGNER

Rockville, MD | October 2016 - March 2018

- Led redesign and implementation of mega menu navigation system now live on AHRQ.gov serving public health professionals
- Designed wireframes, site maps, user flows, and interactive prototypes guiding development efforts
- Built Section 508-compliant templates and responsive content architecture in Agile environment
- Established scalable design systems and accessibility best practices aligned with WCAG 2.0
- Presented user-centered solutions to senior stakeholders and federal leadership

WEB INTERFACE DESIGNER

Multiple Federal Clients | September 2016 - February 2018

- Created wireframes, user flows, storyboards, prototypes, and UX deliverables for complex federal systems
- Conducted usability testing and delivered detailed recommendations based on user behavior and accessibility audits
- Managed multiple concurrent design tracks balancing priorities across departments and stakeholder groups
- Defined and enforced UX/UI best practices and established federal design standards
- Designed fully responsive web and mobile experiences aligned with Section 508 and WCAG 2.0 compliance

BRANDING DESIGNER, UX AND PRODUCT LEAD

Amazon Independent Seller Support | Orlando, FL | January 2010 - August 2017

- Designed and launched 100% of Amazon storefronts from concept to completion managing product listing copy, layout design, and UX flow
- Created high-impact product imagery using Adobe Photoshop when on-site photography was not feasible
- Executed targeted marketing campaigns across Amazon, Etsy, and Shopify platforms
- Delivered comprehensive branding services including logo design, packaging layouts, and interface enhancements
- Increased product visibility and boosted sales by up to 60%, achieved 45% increase in traffic and 30% lift in conversion rates

LEAD UX/UI DESIGNER AND AD CAMPAIGN MARKETING DESIGNER

SnapOne Inc. (formerly Exclaim Mobility) | Princeton, NJ | December 2009 - February 2013

- Led end-to-end UX and UI design for smart-living platforms across mobile, web, and embedded interfaces
- Designed core user journeys and design systems supporting company transformation and scaling strategy
- Partnered with product, engineering, and marketing aligning digital experience strategy with B2B and integrator market needs
- Played key role in rebranding from Snap MyLife to SnapOne, overseeing all customer-facing design assets
- Created design systems supporting \$1.06B+ in annual revenue, contributed to 32% premium valuation
- Positioned company for \$1.4B acquisition by Resideo in 2024 with \$75M projected annual synergies

WEB DESIGNER, UX/UI SPECIALIST, AND CUSTOMER SUCCESS MANAGER

Elite Web Designs (formerly Traffic Power) | Las Vegas, NV | September 2003 - February 2006

- Designed and developed custom websites for diverse client base focusing on user experience and visual design
- Conducted face-to-face consultations with clients to understand business objectives, user needs, and design requirements
- Managed client relationships throughout entire website development lifecycle from concept through production

EDUCATION

Bachelor of Science in Graphic Design

Art Institute of Philadelphia | Philadelphia, Pennsylvania | 2008-2010

Undergraduate Studies in Graphic Design

Art Institute of Las Vegas | Las Vegas, Nevada | 2006-2008

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Section 508 Accessibility Training and Compliance - Current
- WCAG 2.1 AA/AAA Compliance Certified
- User Experience Design Certificate (Adobe XD/UI/UX) - Current
- Scrum Master for AI - 2025
- AI Product Development - 2025
- AI and Agility for Scrum Masters - 2025
- Public Trust Clearance - Active

TECHNICAL PROFICIENCIES

Design & Prototyping: Figma, Adobe XD, Sketch, Axure RP, Miro, InVision, Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Webflow

Accessibility Tools: JAWS, NVDA, VoiceOver, Dragon NaturallySpeaking, Axe, WAVE, Color Contrast Analyzer, ARIA

Analytics & Testing: Google Analytics, A/B Testing, Data Visualization, Usability Testing, Accessibility Audits

Research & Strategy: User Research, Journey Mapping, Information Architecture, Wireframing, Prototyping, VPAT

Federal Frameworks: U.S. Web Design System (USWDS), U.S. Web Design Standards, Bootstrap

Methodologies: Agile, Scrum, SAFe, Human-Centered Design, Design Thinking, User-Centered Design

Collaboration: Jira, Confluence, Microsoft Teams, SharePoint, Slack

HONORS & RECOGNITION

- Most Efficient Employee of the Month - Pragma Digital Solutions, April 2025
 - Clappy Kudos Award: UX Chemist - Pragma Digital Solutions, 2025
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