

# COLLEEN ROXAS

Human-Centered Design Senior Technical Advisor, NNg, ICP

## PROFILE

Colleen Roxas is a Human Centered Design, Senior Technical Designer, Track II, Lvl 4B at Atlas Research. She is responsible planning, implementing, contributing, and managing deliverables to swiftly address project needs with quality design standards for clients and colleagues (e.g. Insipher, VA's Modern Claim's Processing, Department of Homeland Security's Cybersecurity & Infrastructure Security, etc.) Her individual contributions include maintaining consistent brand standards, applying user research methodologies, producing design prototypes, developing front-end UI, illustrating icons, creating presentations, and a variety of other design collateral.

## SKILLS

- User Interface Design
- User Experience Design
- Graphic Design
- Illustration
- Branding/Style Guide
- Photography
- Copy Editing
- Print Design

### Front-end Development

- Most proficient: HTML, CSS, LESS, SASS, Bootstrap
- Some familiarity: JavaScript, JQuery, Angular, NodeJS

## EDUCATION

Bachelor of Fine Arts (BFA) in Graphic Design, Maryland Institute College of Art, 2012

## PROFESSIONAL EXPERIENCE

### Atlas Research (Remote – DC, VA), Full-time Human Centered Design Senior Technical Advisor, January 2020 – Present

- Contributed to the start-up and design of an open insights platform, re-branded as "Insipher" (previously called "Datafactory"). Designed and developed their website [www.insipher.com](http://www.insipher.com) and collaborated with a branding team from Atlantic57 to implement a new visual system. Assisted the founding CEO and CTO engineers by implementing the UI visuals in their dev environment, to maintain the new brand styling throughout all their Angular application's components.
- Assisted the HCD team in creating visual presentations for the U.S. Department of Veteran's Affairs Modern Claims Processing Research Project. Participated in research, discovery, and synthesis with "How Might We" statements to determine process improvements. Planned a co-design workshop. Collated insights and opportunities of the VA adjudication process into a complex journey map.
- Created several design mockups for DHS' Office of the Chief Human Capital's internal SharePoint sites, mostly used by HR and other internal staff who need access to employee resources. Also created mockups/flows for a Workforce Planning Tool, a SharePoint

dashboard + a series of forms (similar to TurboTax). The tool is primarily for supervisors to align new positions with employees, and determine eligibility for Cyber Pay based on their work role, proficiencies, and other competencies. Mockups handed off to developers, but occasionally contributed front-end UI development for them as needed, to ensure it matches the mockups.

- Synthesized research to create wireframes and design prototypes for VA Medical Centers to manage COVID-19 operations, including PPE logistics, staff/patient tracking, and more.
- Guidance and mentorship provided as-needed for a direct-report's project, and approved their timesheets.

### **Self-Employed (Remote – DC, MD, VA), Part-time Designer, Artist, Photographer, Business Owner & Marketer, 2008 – Present**

- Aside from full-time responsibilities, a side business and other freelance projects are maintained. Worked as sole proprietor/contractor with start-ups, small businesses, non-profits, and individuals. Addressed design/marketing needs by producing graphics, logos, developed websites and WordPress content management systems, mobile app concepts, and illustrations. Provided detailed creative briefs/contracts, consulting, and technical support for design deliverables.
- Provided detailed creative briefs/contracts, consulting, and technical support for design deliverables. Provided portrait photography services, wedding photography assistance, event photography, and personal travel photography with Canon EOS 5D Mark III.
- Clients included various friends & family, Baltimore's Urban Design Group, Dr. Adriana Robertson– Ph.D, Girls Tech Too, Robot Fest, Tubecore Audio, Nightguide Development (NightOwl), Women's Law Center of Maryland, Duchenne Alliance, OpenOnward, Delaware Valley Regional Center, and others.
- On occasion, other hobby-related entrepreneurial experience includes producing beaded/sculpted/laser-cut jewelry, hand-sewn/up-cycled handbags, art, and other small accessories. Participated as a vendor on [colleenroxas.etsy.com](http://colleenroxas.etsy.com) and other various markets and trade shows, including RAWArtists 2019: Stellar (Washington DC), RAWArtists 2017: Fixate (Brooklyn) Artists Show, MICA Annual Art Market 2008-2012, Havre de Grace Art Show, Ripken Stadium Flea Market and Gilman School Art Festival. Currently managing and marketing a new jewelry niche, hoping to expand into other illustrated and lasercut products!

### **Walmart Labs (Reston, VA), Full-time UI / UX Designer - Lvl X3, Sep 2018 – Dec 2019**

- Lead design for Walmart's new Grocery Pickup & Delivery services, striving to improve the experiences of store associates' day-to-day process of fulfilling orders. This involved many store visits, to shadow associates, perform anthropological research, contextual inquiries, user testing, prototyping, and other various types of research. From those learnings, new ideas for their legacy TC70 Android-based devices were designed.
- Stakeholders and collaborators spanned across various teams, including fellow design peers, open-office critiques with design leadership, business, product, and engineering. Design flows, concepts, component libraries, and styles made in Sketch, were shared and

aligned with others, using Zeplin, Microsoft OneDrive, and Confluence. Hand-off was done with development teams who were responsible for the production environments. Then we partnered with them to ensure visual quality and consistency, as features were released.

**Booz Allen Hamilton (Remote – DC, MD, VA), Full-time  
Designer & Front-End Dev (Lead Technologist), Oct 2014 – Aug 2018 (3 yrs 11 mos)**

- Focused on user interfaces + user experiences, graphic design, and front-end development for the Strategic Innovations Group, which supports next-gen analytics, digital solutions, predictive intelligence, data science, and cyber security. Designed various investment projects, dashboard concepts, marketing sites, and other applications.
- Provided art direction, technical support, and inspiration with others internally, for various project teams to create graphics, design workflows, style guides, branding, and other visual assets.
- Developed interactive responsive design mockups using HTML, CSS, JQuery/JS, while experimenting with other frameworks, tools, and package managers such as LESS, SASS, Bootstrap, Foundation, Bower, Grunt, NodeJS, Angular, Polymer, and others. Understood how to make use of available open-source software and other API for applications. Learned to effectively utilize the Git process for versioning & collaborating.
- Utilized the agile software development process with UI/UX cycles of iteration. Helped apply product design workflows. Supported leadership with slide decks, presentations and proposal graphics.

**Mission Media (Baltimore, MD), Full-time  
Interactive / Graphic Designer Oct 2012 – May 2014 (1 yr 8 mos)**

- Primary roles were in the interactive & digital field, creating and developing responsive website designs that utilize effective UI/UX with Adobe Creative Suite. Some designs were also interactively wireframed or directly prototyped with code in HTML, CSS, JavaScript, and jQuery.
- Various other tasks included co-directing photoshoots, editing/re-touching product/portrait photography, designing email campaigns, establishing brand identities, illustrating visual assets/iconography, and producing other advertisements.
- Collaboration was done alongside programmers who helped translate designs into various content management systems. Project managers and other designers were also involved to present ideas to business clients.

**Housing Works Inc. (SoHo, New York City, NY), Full-time  
Interactive / Graphic Designer, 2008 – Present**

- Assisted in various print & multimedia design projects which helped to promote and advocate the company's healing community, serving to help the lives of the homeless and individuals with HIV/AIDS.
- Followed internal branding guidelines, updated company's website using the CMS Expression Engine, designed email campaigns, flyers, signage, booklets, business cards, and more.

**Maryland Institute College of Art (Baltimore, MD), Part-time  
Teacher's Assistant for Graphic Design II, Jan 2012 – May 2012 (5 mos)**

- Assisted in Lili Maya's Graphic Design II - Web Design course by providing insight, resources, and technical support for students. Worked 1:1 with students to fix code, critique designs, give advice, and demonstrate the web design process.

**B. Creative Group (Baltimore, MD), Internship  
Graphic Design Intern, May 2011 – Aug 2011 (4 mos)**

- Concepts for print design, information graphics, identity design, and web design were done in collaboration with a team of designers. Stages and techniques of the offset printing process (traditional vs. stochastic), pre-press, book-binding, die-cutting, etc., were learned from this experience. Local clients and organizations included CAH real estate, Mercy hospital, Sheridan Libraries, Walden University, and others.

**Baltimore City Public Schools (Baltimore, MD), Part-time  
Web / Graphic Designer, Jun 2010 – Aug 2011 (1 yr 3 mos)**

- Provided training and support to school-based webmasters in the use of Schoolwires content management system (CMS), migrated web-based content from electronic and print sources to school websites in the district, designed logos, and other graphic elements to support unique branding and marketing of the schools. In addition, assisted the media production specialist in photographing and video recording student events.

**MICA Student Activities Office (Baltimore, MD), Part-time  
Work Study Office Assistant, Sept 2010 – Nov 2010 (3 mos)**

- Designed event posters, organized supplies, posted up flyers around campus, communicated to fellow students about events, updated calendar, and assisted in setting up events (i.e. MICA Halloween Party.)

**Mount Royal Elementary School (Baltimore, MD), Part-time  
Teacher's Assistant, Sept 2008 – May 2010 (1 yr 9 mos)**

- Roles included assisting teachers with lessons, planning art activities, decorating the bulletin boards, and caring to the attention of kindergarten students in the classroom.

**Phillip's Seafood Express at the Maryland House (Aberdeen, MD), Part-time  
Cashier, Aug 2007 – Jan 2010 (2 yrs 6 mos)**

- Communicated amiably with customers to deliver high-quality food service. Efficient expedition of food orders was provided for traveling customers visiting at this rest stop.

**MICA Community Arts Partnership (Baltimore, MD), Part-time  
Community Intern, Oct 2008 – May 2009 (8 mos)**

- Planned art lessons to lead neighborhood children in fun after-school communal activities at the Crispus Attucks Police Athletic League. Learned to maintain the classroom, supervise and inspire youth in the community. Example projects included kite-making and painting. This weekly program was a part of the Maryland Institute College of Art's Community Arts Partnership program.

**US Army Medical Research Institute of Chemical Defense (APG, MD), Apprenticeship  
Graphic Design Apprentice, Jun 2006 – Aug 2006 (3 mos)**

- Participated in the Department of Defense Summer Science and Engineering Program (SEAP). The apprentice program was administered by the George Washington University. Designed logos, posters, brochures, signs, photo touch-ups, printing, laminating, and cutting projects for companies, clients, and local programs.
- I was their department's first design apprentice. Example work was done for clients such as the Parent Child Care Association (PCCA), the Edgewood Child Development Center (CDC), and the Federally Employed Women's 37th National Training Program (FEW).

**PROFESSIONAL AFFILIATIONS/CERTIFICATIONS**

- UX Certificate, Nielson Norman Group (NN/g), April 2016
- ICAgile Certified Professional (ICP), Dec 2015

**HONORS AND DISTINCTIONS**

- SXSW Interaction Innovation Finalist, Feb 2018
- Data Science for Social Good Booz Allen Excellence Award, May 2017
- Booz Allen High5 Award, Feb 2017
- Booz Allen Performance & Team Award, Dec 2015
- Outstanding Senior Project Award, May 2012
- CMYK Magazine's Top 100 New Creatives – Illustration Winner, 2011
- Josh Sallow Memorial Scholarship, 2011
- MICA Dean's List, 2011
- Production Club of Baltimore Scholarship, 2011
- MICA National Art Honor Society Scholarship, 2008
- MICA Presidential Scholarship, 2008
- Maryland Distinguished Scholar Award, 2008
- National Art Honors Society Grant, 2008
- Rotary Club of Aberdeen Scholarship, 2008
- Soroptimist International of Art Scholarship, 2008