



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, Team Collaboration, Secret Security Clearance, Fully Vaccinated

- 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 (Remote since 2017)

- Improve efficiency by designing user-friendly web interfaces and digital business applications on Intranet for 70,000+ users, decreasing time on task for common processes used by the command and the fleet
- Increase portal engagement and positive user feedback by establishing a successful intranet website, intuitive information architecture, and a knowledge management system that has become a role model for other units
- 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 during the USCG's 'Tech Revolution'
- Empathize with user needs while providing technical support, gathering user feedback, and analyzing user pain points. Use this knowledge to problem-solve and improve digital products, resulting in positive client feedback
- Improve customer service and business processes during major organizational upheaval and successfully helped launch new Intranet infrastructure for new unit of 1,000+ staff, praised by client for effective high-quality work. Recognized as part of team that achieved Full Operational Capability (FOC) for the command



- Mentor junior portal administrators and users, providing technical assistance and knowledge while helping build a culture of collaboration and ongoing learning
- Adapt to new technology and develop training for Coast Guard power users on SharePoint and other M365 tools
- Received coin of recognition from Commanding Officer and bonus for successful Intranet redesign work

User Interface (UI) Designer and Artist NOVEMBER 2005 - PRESENT

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
- Published in Best of America Oil Artists & Artisans, Volume 1 book, 2007
- Awarded 1st place, 3rd place, and Honorary Mention photography awards for Smithfield, VA , 2011 & 2017
- Selected artist for Smithfield 20/20 Porcine Parade public art project. Media coverage included Hampton Roads Magazine and The Smithfield Times, 2012.
- Picked as Hampton Bay Days poster competition finalist, 2006
- Selected as judge for Dominion Energy annual art competitions, 2017-2019

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, such as National Institutes of Health (NIH), consistently receiving positive feedback from clients
- Roles included user interface (UI) design, storyboarding, front end development, animation design, photography, user testing, interaction design, technical writing, and editing
- Received coin of recognition from Army JROTC client for successful distance learning project, 2003
- Team received Communicator Award (Multimedia), Award of Distinction, 2003

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