

KALEIGH SIMMONS

DESIGN, CONTENT, AND RESEARCH LEADERSHIP

[linkedin.com/in/kaleighsimmons](https://www.linkedin.com/in/kaleighsimmons)

[kaleighsimmons.com](https://www.kaleighsimmons.com)

kaleigh.simmons@gmail.com

WORK EXPERIENCE

DIGITAL SERVICE EXPERT: DESIGN + RESEARCH

Mar 2024 – Jan 2025

United States Digital Service

- Worked closely with Social Security Administration (SSA) executives on the top customer and staff experience issues to solve and how to best address them, including urgent call-center problems, self-service application issues, and staff and contractor onboarding.
- Alongside product management and engineering peers, led cross-functional team on an effort to bring an application for survivor benefits online, including discovery research and metrics to build support for the project, roadmap and team composition, engagement with advocacy groups, and coaching of SSA staff and vendors to help them transition to user-centered agile development.

SENIOR DESIGN MANAGER

June 2022 – Jan 2024

TrussWorks

- Coached and developed junior and mid-level designers into senior roles and senior designers into project leads and management roles.
- Coached new design leads on how to be in player/coach roles on projects, how to manage stakeholders, and how to sell the value of research and design to clients and project peers.
- Trained designers in our government sales process, resulting in over \$20M in business impact.
- Consulted across several high-priority client projects to provide additional design leadership and realign with stakeholders, improve design planning, or facilitate scope discussions with the team.

DESIGN MANAGER

Nov 2021 – June 2022

TrussWorks

- In addition to leading client projects, I supported one design manager, two senior designers, and one junior designer in their career growth and development through regular feedback and coaching, sponsorship at the leadership level, and twice annual review cycles.

SENIOR USER EXPERIENCE DESIGNER

April 2020 – Nov 2021

TrussWorks

- Design lead on a project to facilitate the Medicaid managed care contract and rate review process, resulting in a 50% reduction in administrative time spent by both states and CMS.
- Facilitated cross-functional discovery activities to identify knowledge gaps, research questions, and approaches for getting answers to what we didn't know. Built and ran cross-team concept brainstorming workshops, prioritization workshops, and content design and information architecture activities to flesh out the MVP.
- Managed communications with five different divisions of CMS and over a dozen different state Medicaid teams to ensure we were balancing the needs of everyone involved.
- Advocated for the prioritization of accessibility, ultimately winning over our Product Owner, and earning her accolades inside CMS when we received a 100% on our accessibility assessment.

USER EXPERIENCE DESIGNER

Dec 2018 – April 2020

TrussWorks

- Led information architecture and UX writing on a design team of four on a project to redesign the back-office processing of federal background investigations. Our work resulted in a prototype that ran automated data checks alongside the applicant's SF86 information, reducing manual transfer of data between systems and reducing administrative toil for investigators and adjudicators.
- Designed and facilitated workshops on system mapping, solution brainstorming, information architecture, and experience principles, and also led highlighter content testing to zero in on what fields from data checks were important to show in the interface.
- Built relationship with personnel vetting executives who unblocked access to key users and data sources and also advocated for our work with the Secretary of Defense.

UX WRITER (CONTRACT)

May 2018 – Nov 2018

Aon

- Worked alongside 12-person UX team to redesign aon.com's global website with a goal of reducing duplicative content, streamlining navigation, and prioritizing executive thought leadership.

FREELANCE CONTENT STRATEGIST

Nov 2017 – Nov 2018

Self-employed

- Developed fresh messaging for wealth management company, Blueleaf, including offer testing, trade show preparations, a user activation email program, and the groundwork for a new website.
- Created an engagement plan for Public Good, including a built from scratch behavioral-triggered email program and interest-based social media groups.

DIRECTOR OF MARKETING

May 2017 – Nov 2017

Catalytic

- Led team to develop a brand new website aligned with product-led growth methodology, including customer guides, product trial templates, and a robust help site.
- Worked closely with product, design and customer success teams to simplify and unify language and brand voice across the product and external-facing assets.

DIRECTOR OF MARKETING

Sept 2014 – May 2017

Rippleshot

- Led team that built fintech market presence from scratch for our payment fraud detection platform, creating a trusted content resource consistently read and cited by payments industry leaders globally.
- Managed relationship with American Bankers Association, ultimately leading to our product getting endorsed and promoted to their thousands of member banks

EDUCATION

- **Broadcast Journalism** | Syracuse University | 2008
- **Communications** | University at Buffalo | 2006

TRAINING

- **Object-Oriented UX Masterclass** | Rewired | 2023
- **People Development Course** | LifeLabs Learning | 2022
- **Mentoring, Coaching, and Sponsoring** | Wherewithall | 2021
- **Humanity-Centered Masterclass** | HmntyCntrd | 2020