

KALEIGH SIMMONS

DESIGN, CONTENT, AND RESEARCH LEADERSHIP

[Email](#) | [Website](#) | [LinkedIn](#)

WORK EXPERIENCE

Cofounder

Jan 2025 - Present

Illinois Digital Service

- Advocated for a digital service team in Illinois state government with political, technology, and philanthropic leaders and stood up the initial organizational structure.
- Scoped the project and raised the funds for the organization's first agency engagement with the Illinois Department of Labor, and also served as co-lead, designer, and researcher on the delivery team to improve the online complaint-filing experience for 6.6M workers.

Digital Service Expert: Design and 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.
- Helped lead cross-functional team in delivering an online application for survivor benefits, including discovery research, roadmap and team composition, interface design and policy approval, engagement with advocacy groups, and coaching of SSA staff and vendors.

Senior Design Manager

Jun 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 government sales, resulting in over \$20M in business impact.
- Consulted across several high-priority client projects to provide additional design leadership including realigning with stakeholders, improving design planning, and facilitating scope discussions with the team.

Design Manager

Nov 2021 - Jun 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, coaching, and twice annual review cycles.

Senior User Experience Designer

Apr 2020 - Nov 2021

TrussWorks

- Led design 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, built and ran cross-team concept brainstorming workshops and prioritization workshops, and led 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 assessment.

User Experience Designer

Dec 2018 - Apr 2020

TrussWorks

- Led information architecture and UX writing on a project to redesign the back-office processing of federal background investigations.
- Designed and facilitated workshops on system mapping, solution brainstorming, information architecture, and experience principles.

UX Writer (Contract)

May 2018 - Nov 2018

Aon

- Worked with 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, 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.

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