

KALEIGH SIMMONS

DESIGN, CONTENT, AND RESEARCH LEADERSHIP

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

kaleighsimmons.com

kaleigh.simmons@gmail.com

WORK EXPERIENCE

RESEARCHER + DESIGNER

Mar 2024 – Jan 2025

United States Digital Service

- Worked with cross-functional USDS and Social Security Administration (SSA) team on discovery sprint to understand address change self-service issues, resulting in a readout to the Commissioner and a development plan to address the technology, process, and policy problems in small, iterative stages.
- Worked with cross-functional USDS and SSA team on discovery sprint to understand survivor benefit application issues. Led discovery research with the public, front-line staff, technical SMEs, and policy leadership. Convened a shared understanding of the problems customers faced, the technical and policy constraints, and a path forward to deliver an online application MVP to improve customer and employee experience.
- Worked alongside designers, engineers, and product managers from USDS and SSA to design, test, and build out the survivor benefit application interface and the supporting integrations needed from internal SSA application teams.

DESIGN MANAGER

Nov 2021 – Jan 2024

TrussWorks

- Supported one design manager, two senior designers, and one junior designer in their career growth and development.
- Drove revenue to the business by reviewing contract opportunities for alignment with our skills and values, developed responses to RFIs, RFPs, and RFQs, and proposed team staffing, resulting in over \$15M in contract awards.
- Worked with senior designers and new design leads to ensure consistent research and design standards across projects

SENIOR USER EXPERIENCE DESIGNER

April 2020 – Nov 2021

TrussWorks

- Led content, research, and design on a project to provide a workflow tool 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.
- Worked with Medicaid policy leadership to translate complex policy into plain language to ensure state comprehension.
- 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 and keeping everyone abreast of our progress as we went along.
- 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 content strategy 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 SES-level personnel vetting staff from the DoD 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 with the entire UX team to redesign aon.com's 25,000 page global website by performing a full content audit, competitive analysis, and a reorganization of products and services

FREELANCE CONTENT STRATEGIST

Nov 2017 – Nov 2018

Self-employed

- Developed fresh messaging for Blueleaf, including message and offer testing, trade show launch 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

- Worked with external agency to develop a brand new website aligned with product-led growth methodology, including customer guides, template ideas, and a robust help site.
- Worked directly 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

- Developed Rippleshot market presence from scratch by creating a trusted blog on fraud detection that was consistently read and cited by payments leaders all over the world.
- Created integrated marketing campaigns that included a library of marketing and sales resources, dozens of automated workflows, webinars, email newsletters, targeted display and social advertisements, speaking engagements, trade shows, and strategic PR placements.

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