VANGIE STICE-ISRAEL

USER EXPERIENCE DESIGNER

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PROFESSIONAL SUMMARY

Strategic UX designer, systems thinker, and content strategist with 8+ years of experience defining user-centered design solutions for complex digital products. Proven record of leading cross-functional teams, conducting comprehensive user research, and delivering measurable business impact in fast-paced, regulated environments. Expert in translating complex user needs into accessible, engaging experiences while championing design thinking across organizations and stakeholder groups.

CORE COMPETENCIES

Tools

- Figma, Sketch, Adobe Creative Cloud Suite, and similar design tools
- Slack, Microsoft Teams, Trello, Jira, Confluence, Zoom, and similar collaboration apps
- Microsoft Office Suite, G Suite, Microsoft Visio, and similar business apps

Design Leadership & Vision

- User-centered design strategy and execution
- Cross-functional collaboration and stakeholder management
- Design systems architecture and style guide development
- Project management and team coordination

Research & Data-Driven Design

- Quantitative and qualitative user research methodologies
- User interviews, usability testing, and field assessments
- Data analysis and synthesis for design decision-making
- Journey mapping, personas, and user flow development

Design Excellence & Communication

- Information architecture and content strategy
- Wireframes, prototypes, mockups, and iterative design processes
- Accessibility-first design principles

EMPLOYMENT SUMMARY

Booz Allen Hamilton, UX Strategist and Designer	August 2022–January 2026
USAA, Sr. Creative Designer, Cloud Services (contract)	July 2021–April 2022
Fable Communications, Founder and UX Writer/Designer, Content Designer, & Editor	2014–2022
Texas Education Agency, State Director, Career and Technical Education	2009–2014

PROFESSIONAL EXPERIENCE

Booz Allen Hamilton, *User Experience Strategist and Designer*   **August 2022–January 2026**
Fully remote UX strategy and content design/management for enterprise-scale government digital products serving 12M users

- **Conducted user research** for the user interface for Veterans Affairs multi-channel technology and experience work streams, leading to user-centered solutions for digital products improving VA encounters for 12M service members/veterans

- **Championed user research methodology** across project teams, conducting stakeholder interviews that informed strategic design decisions for high-impact government services to 400K healthcare providers serving veterans and their families

- **Created the content management and tracking system** for the knowledge base guiding the USPS Capital Investment Transformation fintech tool managing $3B annually in investment processes

- **Established the scalable content management infrastructure** for a 500+ page enterprise HR website serving 600K USPS employees, creating submission guidelines and tracking systems that improved service level agreement performance and stakeholder relationships

USAA, *Sr. Creative Designer, Cloud Services (fully remote contractor)*   **July 2021–April 2022**
Delivered end-to-end UX design for enterprise digital products in a fast-paced Agile environment

- **Researched, designed, and/or stood up** 4 enterprise marketing sites, conducting competitor analysis and creating user-centered wireframes, clickable prototypes, and mockups that aligned designs with user needs and business objectives

- **Applied design systems and accessibility principles** to ensure adherence to brand guidelines while creating engaging, accessible user experiences across multiple digital touchpoints

- **Collaborated with remote Agile teams** to deliver digital products including a digital cloud computing playbook and migration guide, demonstrating ability to work effectively in distributed, iterative environments

Fable Communications, *Founder and UX Designer/Writer, Content Designer, & Editor*   **2014–2022**
Built and managed all business functions for a fully remote UX and content consultancy practice delivering end-to-end design and content services to a diverse client portfolio

- **Conducted comprehensive user experience research** including generative, evaluative, and usability testing, synthesizing quantitative and qualitative insights to inform iterative design improvements and content strategy

- **Developed design systems and information architectures** that balanced product vision with customer needs, creating accessible, engaging UX/UI designs that met strategic business goals while maximizing user engagement

- **Solved complex design problems** through a user-centered approach, transforming complicated concepts into digestible, accessible content displayed through iterative wireframes and high-fidelity prototypes

- **Built client relationships and a business reputation** that generated primarily word-of-mouth referrals, demonstrating effective communication and stakeholder management capabilities

Texas Education Agency, *State Director, Career and Technical Education*   **2009–2014**
Directed a statewide education program; administered a $90M federal grant; and managed staff, cross-functional teams, and stakeholder relationships

- **Led the strategic program vision** serving 1M+ students across 2,600 school districts, using data-driven decision-making to improve education outcomes and student retention rates
- **Managed complex cross-functional projects** requiring multi-agency coordination in a highly regulated environment, consistently meeting or exceeding performance targets through strategic planning and execution
- **Developed stakeholder relationships** across government agencies, educational institutions, and business partners, delivering strategic communications that enabled successful implementation of major curriculum standards ahead of schedule
- **Implemented performance measurement systems** using quantitative and qualitative metrics to drive continuous improvement and innovation in program delivery

EDUCATION

- B.A., English, *Texas Tech University*
- M.A., Communication, *Texas Tech University*
- Certificate, UX/UI Design, *CareerFoundry* (year-long intensive)

PROFESSIONAL DEVELOPMENT

- Agile Boot Camp—ICP Fundamentals: *cprime Learning*
- Bridge Builders UX writer mentorship: *Meta/Facebook (recruited)*
- Content Strategy for Professionals: *Northwestern University/Coursera*
- UX Design, Interaction Specialty: *Nielsen/Norman Group (NN/g)*
- UX Design, Management Specialty: *NN/g*
- Ongoing AI/UX design courses: *Interaction Design Foundation*