

DARI FITZGERALD

Senior Service Designer & UX/UI Designer

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PROFESSIONAL SUMMARY

Senior Service Designer and UX/UI Designer with 15+ years driving service design and user-centered design (UCD) solutions across government, financial services, and nonprofit sectors. Proven record of translating complex requirements into intuitive digital experiences — from wireframes and prototypes to full product launches. Expert facilitator of workshops, user research, and design thinking engagements for federal and commercial clients. Skilled in accessibility, agile workflows, and cross-functional collaboration with engineers and product managers. Completed AI and Salesforce coursework to bring emerging technology expertise to every engagement.

CORE COMPETENCIES

Service Design • User-Centered Design (UCD) • Wireframing & Prototyping • Workshop Facilitation • User Research & Usability Testing • Information Architecture • Accessibility & Section 508 • Data Visualization & Infographics • Agile / Scrum • Product Branding • Service Blueprinting & Journey Mapping • Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD) • InVision • Figma • Atlassian (Confluence & Jira) • Miro • Generative AI (Microsoft Copilot, Glean, Claude, ChatGPT, Prompt Engineering, LLMs) • Salesforce • Federal Government Contracting

PROFESSIONAL EXPERIENCE

Service Designer & Senior Specialist, UX/UI Design | **Maximus — Tysons, VA** | Oct 2021 – Present

Recruited to lead service design and UCD strategy and deliver interface solutions for U.S. Government software modernization initiatives that improve the lives of American citizens.

- Designed and facilitated 10+ high-impact collaborative workshops in FY25 for government clients including SSA Ticket to Work, FHA HUD, Navy C-Sea, Aidvantage, and USAF “Kessel Run” — spanning outcomes mapping, service blueprinting, process flows, and maturity modeling.
- Co-created the “Cortni and Dari Experience,” a 2-day workshop methodology now being productized as a repeatable core company offering following its successful adoption across multiple engagements.
- Developed the TXM Solutions Builder (TXMSB) — a reusable MOAG/TXM Starter Pack framework deployed for FHA HUD and GNAL clients — translating complex workshop outputs into scalable tools.
- Delivered UX/UI design support for the CTO Innovation Ecosystem documentation, CDIO all-hands presentations, and Maximus’ White House visit materials in support of executive leadership.
- Built out the CTO portion of the CDIO SharePoint knowledge management site and contributed graphics for enterprise presentations including Project Interlock and NDIA hackathon landing pages.
- Leveraged Microsoft Copilot and Glean daily to rapidly prototype interface concepts, generate content variations, and draft user flows for government modernization projects, accelerating design iterations.
- Attended ACT-IAC Customer Experience COI, ACT-IAC CX Summit, and Salesforce Agentforce World Tour DC to advance customer experience and AI knowledge.

Senior Consultant, UX/UI Design | **Easy Dynamics — Tysons, VA** | Jan 2019 – Sep 2021

Served as user advocate on cross-functional teams, delivering end-to-end user-centered design — research, usability testing, rapid prototyping, and accessibility compliance — for federal and commercial software clients from conception to launch.

- Translated user interviews, surveys, and usability findings into sitemaps, user flows, journey maps, wireframes, and production-ready prototypes.
- Designed information graphics, iconography, proposals, presentations, and white papers for physical and digital channels.
- Led a Flash-to-modern-web conversion strategy for a federal client facing browser end-of-life — evaluated conversion tools, interviewed stakeholders, and scoped a remediation plan that preserved a large educational content library.

Founder & Principal Designer | darifitzgerald.com — Arlington, VA | Apr 2016 – Present

Deliver mission-aligned creative work for nonprofit and think tank clients, including the Atlantic Council (Eurasia Center, Scowcroft Center, Global Energy Center, Africa Center, South Asia Center, Adrienne Arsht Center for Resilience), the Bertelsmann Foundation, and Dig In.

- Produce infographics, marketing materials, logos, document layouts, and illustrations that synthesize complex information into clear, actionable visual products.
- Apply a user-centered design approach from ideation through development and testing, ensuring copyright compliance for all source imagery.

Marketing Designer/Photo Editor/UX Designer | [The Motley Fool](#) — Alexandria, VA | Apr 2007 – Apr 2016

Led creative and design services to accelerate the brand's global digital growth across editorial, advertising, and product design.

- Created a handwriting-based ad campaign that outperformed the control in A/B testing; partnered with developers to build the “Darial” typeface from that concept, earning CEO recognition.
- Built and managed a library of 15,000+ wholly owned photographs sourced from a global network of freelance photographers.
- Designed digital and print materials — ads, landing pages, email campaigns, banners, videos, presentations, logos, and style guides — and demystified complex financial data through infographics and data visualizations.
- Developed editable PowerPoint ad templates and a companion user manual, enabling non-designers to create on-brand web ads.
- Pioneered “guerrilla user testing” with in-house testers, delivering rapid usability feedback while significantly reducing agency costs.

ADDITIONAL EXPERIENCE

- Senior Graphic Designer — Doceus, Washington, DC
- Senior Graphic Designer — The George Washington University, Washington, DC
- Graphic Designer — Venterra, McLean, VA

EDUCATION

Bachelor of Fine Arts, Illustration | [Rhode Island School of Design](#)

CERTIFICATIONS & CONTINUING EDUCATION

- Coursera: AI for Everyone — Completed
- Salesforce Trailhead: Platform Basics, AI Fundamentals, Generative AI Basics, NLP Basics, LLMs, Prompt Fundamentals, Data + AI + CRM, Data Fundamentals for AI — Completed
- AWS Skill Builder: Amazon Connect Introduction — Completed