



CIBONAY RUSSELL, PH.D.

Senior Visual and User Experience (UX) Strategist | Educator

Contact

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Summary

Design professional with 10+ years of experience transforming digital experiences across federal, nonprofit, and corporate sectors. Proven ability to lead comprehensive UX research, build scalable design systems, and elevate user experience through data-driven insights. With a strong background in interaction and visual design, I am dedicated to crafting intuitive, inclusive, and user-centered digital products.

Skills and Tools

Design: User Flows, Wireframes, Prototypes, Mockups, Information architecture, Interaction and responsive design, Design thinking, Adobe CC, Figma, Axure, InVision, Sketch, US Web Design System, Infographics, Data visualization, Digital asset creation, Print design, Branding, Identity, Esri, Photography, Videography

Research: Generative & Evaluative Research (User Interviews, Surveys, Usability Testing, A/B Testing), Journey Mapping, Personas, Heuristic Evaluation, Analytics (Google, Adobe), Tableau, PowerBI, UserZoom, Optimal Workshop, Monsido, Crazy Egg, Accessibility audits (axe, WAVE), Section 508, WCAG 2.1

Front-End Development: HTML5, CSS3, D3.js, GitHub, CMS (Drupal, Salesforce, SharePoint, WordPress)

Project Management: Jira, Asana, Confluence, Agile/Scrum, FAC-COR 3

Experience

IT Specialist (Internet), *National Archives and Records Administration* · July 2023 – Present

- Led and managed large-scale user experience research projects for the National Archives Catalog and website, developing templates, frameworks, and processes that earned an Innovation Award
- Conceived and led the creation of standardized UX/UI resources, including a 25-page Research Guide and 25 accompanying templates, improving project efficiency by an estimated 20% by developing comprehensive templates, frameworks, and processes
- Established and enforced design standards and guidelines for NARA's digital products, ensuring platform consistency, usability, and adherence to Section 508, ADA, and WCAG standards, resulting in a 12% reduction in accessibility-related issues identified in audits
- Designed user-friendly AI interfaces and contributed to training AI tools, enhancing model accuracy by 5-10% based on user interaction data by refining interaction flows, curating data inputs, and improving user feedback mechanisms
- Designed and prototyped web pages and user interfaces, prioritizing user experience, contributing to a 8% increase in user engagement metrics
- Utilized Analytics to measure digital product efficacy and reach, informing data-driven strategies, leading to a 15% improvement in key performance indicators (KPIs) for targeted content by leveraging Google and Adobe Analytics
- As a Federal Acquisition Certification-Contracting Officer's Representative (FAC-COR) Level 3, I provided technical consultation to CORs, facilitating the successful award of contracts by ensuring alignment of Request for Quotes and Performance Work Statements with program needs and technical requirements

IT Specialist (APPSW) · Writer-Editor, *Department of Navy, NAVSAFECOM* · July 2022 – July 2023

- Administered SharePoint and managed web content, optimizing collaboration and document management, optimizing collaboration and document management and resulting in a 25% increase in content update efficiency
- Designed and managed user-friendly visual prototypes and front-end interfaces for public-facing websites, improving user task completion rates by 18% using various content management systems
- Monitored site functionality, security, and integrity, identifying and resolving critical issues that could impact more than 5,000 monthly users using Analytics and SEO tools

- Spearheaded the development of user-centered assistive systems, achieving 100% compliance on all new features and reducing reported accessibility barriers by 15% to ensure compliance with Section 508 standards, and facilitated testing with users relying on assistive technologies

Freelance UX/UI and Visual Designer, *Cibonay Dames, LLC* · August 2010 – Present

Provided design services for nonprofits and small businesses, taken on alongside full-time roles

- Led website redesigns and digital campaigns, improving usability, enhancing online presence, and increasing traffic by over 20% and conversion rates by an average of 10% through strategic redesigns and digital campaign management
- Conducted qualitative and quantitative research to inform design and improve engagement, leading to data-driven design decisions that improved user satisfaction scores by an average of 12% by utilizing a blend of research methodologies
- Designed and developed reports, infographics, interactive charts, graphs, and tables, supporting and enhancing print and web content, and improving data comprehension for stakeholders by 25% by leveraging design and data visualization skills
- Created and edited plain language content for diverse digital and print materials, ensuring content reached a broader audience, including those with cognitive disabilities, through adherence to branding, accessibility standards, and plain language principles

UI/UX Designer and Researcher, *Ferguson Enterprises* · September 2017 – June 2020

- Improved user search experience by 21% and increased conversion rates by 11% through targeted web content and redesigns, contributing to a significant increase in online sales revenue
- Managed content creation and marketing materials, optimizing content performance, and achieving a 15% higher click-through rate on key campaigns by using data to refine user experience strategies
- Conducted customer interviews and surveys, led user research workshops, usability studies, and A/B testing, informing over 50 product iterations and feature enhancements by gathering and incorporating feedback to improve product designs

User Interface and Web Designer, *University of Miami* · September 2015 – March 2018

- Enhanced over 100 web pages, resulting in a 95% adherence rate to new guidelines by ensuring compliance with the University of Miami's branding, design, and editorial standards
- Designed wireframes and prototypes for front-end layout improvements and integrated analytical products within SharePoint and ESRI, improving data accessibility for departmental users by 18%
- Developed standard operating procedures and style guidelines for digital content, maintaining high-quality documentation standards and reducing content creation errors by 11%
- Conducted SEO analysis surveys and gathered feedback to refine website functionality and design, leading to a 10% increase in organic search traffic by translating user requests

Education

Ph.D. in Communication, *Liberty University, Lynchburg, VA* · 2024

M.F.A. in Interactive Media: UI/UX Design & Data Visualization, *University of Miami, Coral Gables, FL* · 2017

B.S. in Creative Advertising, Cum Laude, *University of Miami, Coral Gables, FL* · 2015

Awards & Affiliations

- NARA Office of Innovation Award, 2024
- Usabilla Global Exchange Best End-to-End Use Case Award, 2019
- Winner of Best Web and Mobile Submission for Canes Film Festival, 2017
- Winner of the Market Bridge Challenge, 2016
- Girls Who Code - Norfolk, VA Club Facilitator Volunteer
- Women in Technology International (WITI) - Member
- User Experience Professionals Association (UXPA) – Member