

Darcel Pugh

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Website: [Darcel Pugh - Online Design Portfolio](#)

Summary:

UX Designer and Content Strategist with over 10 years of experience shaping digital experiences across web and mobile platforms. I am skilled at blending user-centered design principles with impactful UX content to craft intuitive, accessible, and brand-aligned interfaces. Adept at designing and writing microcopy, developing content strategies, and driving cohesive product narratives that enhance usability and member engagement. Experienced in collaborating with cross-functional teams—including product, engineering, research, and marketing—to deliver scalable design systems, standardized messaging, and measurable user outcomes. Strong advocate for content-first design, accessibility (WCAG/ADA), and inclusive storytelling that simplifies complex processes and empowers users to achieve their goals.

Technical Skills:

Design Skills: UX/UI Design, Experience Design, Art Direction, Visual Design, Wireframing, Interactive Prototyping, Sketching, Mockups, 2D/3D Illustration/Hand Drawing, Design Sprints, Design Thinking, Web Design, Design Systems/Components, Branding, Mobile Responsiveness, Scalability, Typography, Photo Retouching

User Research & Testing: UX Research, User Testing, UAT, Personas, Affinity Maps, Empathy Maps, Interviews, User Flows, Information Architecture, Customer Journey Maps, Surveys, User Stories, Metrics & Analytics

Technical & Methodologies: Information Architecture, HTML/CSS, Problem Solving, Agile Methodologies, Section 508 Compliance/WCAG 2.1, USWDS

Tools: Figma, Axure RP, Adobe XD, Sketch, Illustrator, Photoshop, InDesign, Acrobat, Adobe Creative Suite, Premiere Pro, Canva, PowerPoint, Microsoft Office Suite, Slack, Trello, After Effects, Dreamweaver, ChatGPT, Perplexity Ai, JIRA, SharePoint, MIRO, Text Wrangler

WORK EXPERIENCE

INTERPUBLIC GROUP (IPG)

Mar 2025 - Jun 2025

FREELANCE UI/UX DESIGNER - SHAREPOINT

Responsibilities:

- Collaborated with cross-functional teams to design interactive prototypes for IPG's SharePoint intranet and digital channels using Figma and Adobe Creative Suite, ensuring brand consistency.
- Developed user-centric designs for e-mail blasts, social media content, and LinkedIn pages that addressed both business objectives and user needs.
- Applied design thinking principles during the creation of varied deliverables and interactive prototypes, leveraging tools such as Figma, Adobe Creative Suite, Photoshop, Illustrator programs, Canva, Microsoft Office, JIRA, and Teams.
- Partnered with research teams to evaluate copy variations, ensuring language improved task success and reduced cognitive load.
- Used Figma, Sketch, Adobe Creative Suite, and Contentful to design, test, and deliver UX content at scale.
- Shaped product experiences by creating meaningful, task-oriented content that improved usability across digital journeys.
- Collaborated with marketing, legal, and product teams to standardize terminology and taxonomies across enterprise applications.

U.S. DEPARTMENT OF ENERGY

June 2024 - Dec 2024

UI/UX DESIGNER

Responsibilities:

- Partnered with multidisciplinary teams to design UI elements and visual assets for the Elective Pay Tool App and Invest Map 2.0 server applications, enhancing digital engagement.
- Conducted UX research and Heuristic evaluations for the Invest Map 2.0 app to inform wireframe development and optimize user flows.
- Delivered high-fidelity designs and illustrations for the DOE website, driving user-centric enhancements during a 6-month contract. Software: Figma, Axure RP 10, and Adobe Creative Suite; Photoshop and Illustrator programs.
- Worked with the Development team during the full UX/UI lifecycle, to perform user analysis, persona development, journey mapping, wireframing, prototyping, and user testing.

**MANHATTAN STRATEGY GROUP
UX/PRODUCT DESIGNER**

Apr 2023 - Jun 2024

Responsibilities:

- Designed the Arts and Education websites (AAEC), created the user experience for the Department of Education website. Developed information architecture, user flows, and UX/UI for the entire site. Client Interaction on direct projects.
- Developed wireframes and high-fidelity interactive prototypes for contracts such as Substance Abuse and Mental Health Services Administration (SAMHSA), Healthy Marriage and Responsible Fatherhood (HMRF), and National Clearinghouse for English Language Acquisition (NCELA), and more.
- Partnered with product managers and UX writers to define content strategy and narrative flows across multiple products.
- Conducted content audits to identify gaps and improve clarity, accessibility, and overall user experience.

**NORTHROP GRUMMAN
UX/PRODUCT DESIGNER**

Aug 2022 - Mar 2023

Responsibilities:

- Designed user-centered workflows and interactive prototypes for complex defense and aerospace systems, ensuring usability, clarity, and compliance with accessibility standards (WCAG/ADA).
- Partnered with product managers, engineers, and stakeholders to translate business and mission requirements into intuitive UX designs and content strategies.
- Created and refined content-driven wireframes, microcopy, navigation labels, and system messages to improve user comprehension and reduce task completion time.
- Conducted content audits and heuristic evaluations, identifying gaps in consistency, tone, and usability across applications.
- Developed component guidelines and reusable design patterns to standardize UI/UX across multiple platforms, supporting scalable enterprise solutions.
- Collaborated with research teams to run usability testing and content validation sessions, incorporating user feedback into iterative design improvements.
- Delivered executive-ready presentations and design documentation, aligning product vision with user experience strategy.

**IQ SOLUTIONS
UX/PRODUCT DESIGNER**

Apr 2022 - Jul 2022

Responsibilities:

- 3-Month contract. Designed prototypes, wireframes, did Heuristic analyses, card sorts, surveys, UX audits, qualitative and quantitative testing, A/B testing, for government contracts such as the Office of the Assistant Secretary for Preparedness and Response (ASPR), Combat COVID-19, and the National Institute on Alcohol Abuse and Alcoholism (NIAAA) contracts.
- Information Architecture, usability testing, personas, validation of designs with users, and interviews.
- Strong understanding of user acceptance testing protocols and methodologies.
- Created user flows for various healthcare applications regarding COVID-19.
- Created user journey maps, empathy, and affinity maps for various target audiences in the healthcare industry.

**FORAGA
FREELANCE UI/UX DESIGNER**

Nov 2021 - Dec 2021

Responsibilities:

- I created the UI for a college debate forum/application. Developed the Home, Features, Pricing, and Documents pages for the client. Prototypes designed in Figma, Adobe Creative Suite, Slack, and Microsoft Office Suite.
- Increased users' click rates and retention by 80%.

**THE BIZZELL GROUP
UI/VISUAL DESIGNER**

Jun 2018 - Apr 2022

Responsibilities:

2019 Platinum Hermes Creative Award Winner from the Association of Marketing and Communication Professionals for Integrated Marketing Materials for the 2020 CMS Quality Conference event.

Client-facing meetings with SME's.

- Designed and delivered user-centered web and mobile interfaces for federal health and research programs, ensuring accessibility, clarity, and compliance with Section 508/WCAG 2.1 standards.
- Partnered with federal stakeholders, researchers, and product owners to translate complex technical content into clear user flows, navigation systems, and actionable microcopy.
- Developed and maintained wireframes, prototypes, and content-driven design documentation to guide development teams and ensure alignment with user needs.
- Conducted content audits, usability testing, and heuristic evaluations to identify gaps in messaging and interaction patterns, leading to measurable improvements in user engagement.
- Built and standardized component libraries and style guides, ensuring consistency of content, tone, and interaction patterns across multiple projects.
- Collaborated with developers to ensure content implementation accuracy, validating UI text, error messages, and system prompts against brand and compliance guidelines.
- Advocated for content-first design practices, enabling teams to simplify technical language and create inclusive, user-friendly experiences for diverse audiences.
- **Designed marketing materials that won \$20 million contract for the Department of Transportation (DOT).**

THE AMERICAN INSTITUTES FOR RESEARCH (AIR)

Aug 2017 - Mar 2018

- Designed and developed educational testing manuals for Grades 3-11 in the areas of Math, Algebra, Geometry, Reading, and Writing.
- Scientific Illustrator for education manuals for the state of AZ.

THE DEPARTMENT OF VETERANS AFFAIRS (VA)

Mar 2016 - July 2017

GRAPHIC DESIGN ANALYST

- **Received 3 Awards of Merit for Design, 2016 - February 2017**
- Design and corporate identity of marketing materials for the U.S. Department of Veterans Affairs, specifically OSDBU (Office of Small and Disadvantaged Business Utilization) contract. Designed **social media campaigns**, web banners, trade show exhibits, direct mail, and strategic outreach marketing materials targeting the Veteran entrepreneur community.
- Project Management of the Marketing department and vendor relationships.
- 508 compliance and accessibility testing of marketing materials.
- Web design and development: designed interfaces for social media marketing campaigns for Veteran entrepreneurs, online banners, and email marketing.

EDUCATION

Springboard

UX/UI Design Career Track

Achievements: Certification

Coursework: 350+ hours of immersive coursework in UX/UI Design methodologies

George Mason University

Web Design & Development • Coursework: HTML/CSS

Achievements: Certification

University of Maryland, College Park

Achievements: Bachelor of Science, Applied Graphic Design