Amanda Kennedy

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Password: Nava2021 (18F portfolio projects available upon request)

Work experience

18F
General Services Administration
Service designer, design lead   January 2023-March 2025

- As a federal employee, led service design and user research projects and initiatives in agile environments with cross-functional teams, working closely with partners at government agencies to help them build capacity for modern design and development best practices.
- Served as founding member of 18F's service design team, which brought in over $21M in revenue over two years.
- As a workstream lead of a joint, large initiative between 18F's and Centers of Excellence standing up Customer Experience (CX) capacity at the Department of State's Bureau of Consular Affairs:
  - De-risked the September 2024 launch of the Department of State's new Smart Traveler Enrollment Program (STEP) by leading a team of designers, developers, and stakeholders through user research with travelers and residents abroad and co-design activities that led to plain language updates in a compressed timeline.
  - Prioritized and scoped two new projects with Overseas Citizen Services (OCS) stakeholders based on strategic goals while simultaneously creating onboarding programming for the workstream (and received feedback from contractors that it was "far and away the best onboarding experience we've ever had"). Modeled ways of working, especially when the concept of working together on delivery projects was novel to 18F.
- Also served as service designer and project lead of a cross-functional team on 18F's engagement with USDA's WIC program. Streamlined application process for WIC applicants and reduced operational burden for WIC staff by researching, designing, and launching a model online application toolkit in December 2024 that can be adapted and re-used by the 89 State agencies who administer WIC.
- Increased adoption of CX across government via the government-wide CX Community of Practice, attended by 319 government employees, that helped them understand how to meaningfully measure customer experience within the context of their agency, and feel prepared to run a similar exercise with their team.

Nava PBC

Designer, Design lead   August 2019-December 2022

- Led service design and user research projects and initiatives in agile environments with cross-functional teams to enable cloud modernization at a large federal agency and a state's paid family and medical leave program. Highlights include:
- Led usability testing with Massachusetts healthcare providers who fill out the Certification of Your Serious Health Condition form for Paid Family and Medical Leave applicants to streamline form content and reduce the number of Requests for Information (RFIs) and help employees get leave sooner. Recommendations to the Department's policy team led to cutting out one full page of the form, getting rid of requiring initials on each page, and clarifications around leave related to pregnancy.
- Led discovery user research sprints with developers, security specialists, and subject matter experts to understand CMS's compliance ecosystem, inform user experience and launch strategy, and foster cross-agency collaboration for Compliance as a Service (CaaS) tool. Our research led to product improvements and had ripple effects across the agency in other ways: fostering collaboration on similar tools rather than competitiveness and informing curriculum for agency-wide Workforce Resilience Initiative.

Lanternalia

Founder, user research lead   July 2017-August 2018

- Pitched, scoped, led user research projects to help companies make smart product decisions by understanding target users and how they interact with their products/services.

Addapp

User researcher   February 2015-July 2017

- Led exploratory and evaluative end-to-end user research projects that drove key product decisions as the company's first researcher.
- Led 10 week-long user research sprints with 50 participants that helped company decide on a new product to develop: Therachat, a chatbot-powered platform for mental health therapists and their patients.

Education

Carnegie Mellon University School of Computer Science

Master of Human-Computer Interaction, August 2019

Bryn Mawr College

BA, English and Creative Writing, *Magna Cum Laude*, May 2013