

Systems strategy and CX/UX design for organizations serving people who face stacked barriers, from diagnosis through implementation. I redesign intake and service flows, build scoring and triage models, and turn research into ROI, policy, and funding strategy. Available on retainer or sprint, as prime or subcontractor.

CORE COMPETENCIES

DIFFERENTIATORS

- UX research:** interviews, surveys, assessment and usability data
- Service design & journey mapping:** intake, triage, and handoff redesign
- CX & employee experience strategy**
- Program design & evaluation:** eligibility rubrics, outcome targets, budgets
- Data analysis & scoring models:** risk heuristics, barrier-based segmentation
- Product strategy:** SaaS, wearables, pilot-to-contract
- Policy & healthcare strategy:** Medicaid 1115 waivers, continuity of care
- Funding strategy:** grant-funded engagements, sponsorship models, research proposals

- Operator, not only advisor:** built and ran a clinical practice (10,000+ treatments), a SaaS startup, and a reentry nonprofit.
- Evidence to funding:** sole principal researcher of projects; \$3.89M+ in research funding proposed.
- Trauma-informed, de-identified by default:** methods that protect participants while producing decision-ready data.
- Diagnosis through implementation:** designs the system, then builds and runs it with your team.

PAST PERFORMANCE

Engagement	Client type · Role · Years	Results
SLCM Neighbor Network	Nonprofit, \$2.3M grant · UX Researcher & Systems Lead · 2023–2025	Redesigned intake that served over 1,800 households; built a workforce placement scoring model for quick triage.
Mission Behind Bars & Beyond	Reentry nonprofit · UX Researcher · 2025–2026	215 risk assessments; Laken's Score triage heuristic; GEN1 policy framework; \$3.89M+ research funding proposed.
The Mission Company	Self-funded venture · Founder, UX & Systems Designer · 2024	Gig-economy integration framework and customer flow; 3 youth camp tracks launched.
Community Connection	Community campaigns · Founder · 2024–2027	Self Acceptance XR campaign; 4 sponsorship tiers; \$17.5K pilot fundraising target.
Tru Self	Recovery tech startup · CEO & Founder · 2021–2025	gener8tor gBeta accelerator; \$60K pilot contract negotiated with a nonprofit.

COMPANY DATA

UEI (SAM.gov)

CAGE code

WOSB certification

Location

*pending

*pending

*pending

Louisville, KY

541611 Admin. & General Management Consulting

541618 Other Management Consulting

541720 R&D in Social Sciences & Humanities

541910 Marketing Research & Public Opinion Polling

611430 Professional & Mgmt. Development Training

541511 Custom Computer Programming Services

541512 Computer Systems Design Services

541519 Other Computer Related Services

518210 Computing Infrastructure, Data Processing & Hosting

*Registration in progress. UEI, CAGE, and WOSB certification will be updated once SAM.gov registration is complete.