

# LAURA KNYSAK

## SENIOR UX DESIGNER

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Active TS/SCI Clearance

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### Summary

Dynamic and results-driven senior UX designer with a broad range of experience designing and optimizing user-centered experiences for federal and enterprise applications. Adept at translating complex requirements into intuitive, visually compelling interfaces, ensuring seamless usability and accessibility. Proven ability to collaborate seamlessly in teams, with a focus on process improvement and driving organizational and digital transformation. Expertise in 508 Compliance, adaptability and taking charge to ensure the success of projects.

### Core Competencies

**UX Design & Research:** UX/UI Design, user research, usability testing, Human-Centered Design (HCD), design thinking, wireframing & prototyping, data-driven decision making, accessibility & compliance

**Leadership & Strategy:** Product management, Agile & Scrum, strategic planning & analysis, change management, stakeholder engagement, cross-functional team leadership, relationship building, roadmap development, requirements gathering, facilitation & client engagement,

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### Experience

#### Highlight Technologies 2023 – 2025

##### Senior UX Designer/Business Analyst - Remote, USA

As the UX designer and business analyst for the Air Force BYOD program, I managed all outputs related to gathering and prioritizing business requirements, ensuring smooth and successful onboarding, and developing future vision initiatives.

- Developed and implemented onboarding processes to ensure users seamlessly transitioned to the Workspace Anywhere platform, providing clear guidance and support throughout.
- Collaborated with Air Force stakeholders to identify customer needs and translated them into actionable requirements for the BYOD program.
- Created and executed comprehensive communication plans to keep users informed of key dates, program updates, and expectations.
- Oversaw the end-to-end license distribution process, ensuring timely delivery and adherence to program objectives. Facilitated productive discussions and decision-making sessions to align program requirements with organizational goals.
- Created task models, information architecture blueprints, and low-to-high fidelity wireframes for future vision initiatives.

## **Highlight Technologies**

**2021 - 2023**

### **Product Owner/Senior UX Designer - Remote, USA**

While contracted with Army ECMA, I worked as the lead UX designer and product manager within the CSMS division, driving both product strategy and design initiatives. I led efforts to streamline processes across key ECMA platforms, ensuring they met operational requirements, usability standards, and long-term scalability. My role encompassed end-to-end product ownership—defining roadmaps, gathering stakeholder requirements, and aligning cross-functional teams to deliver impactful solutions.

- Successfully coordinated all stages of the IT Asset Management (ITAM) system hosted by ServiceNow, resulting in an annual savings estimated of ~\$15M for the customer in terms of usage, true-ups, labor and compliance.
- Led the design, customization, and integration of the project, conducting stakeholder interviews and workshops to identify pain points in software license tracking.
- Created user journey maps to highlight inefficiencies in procurement and compliance monitoring.
- Defined user stories and acceptance criteria in JIRA, ensuring alignment with Agile development.
- Awarded Highlight Technologies Team of the Year & Employee of the Year top 3 finalist 2022.

## **TaxAct**

**2018 – 2021**

### **Senior UX Designer - Dallas, TX**

As the UX designer for the Federal filing experience, I managed all outputs of the UX process; including wireframes, user journey maps, prototypes, and production-ready interface designs. I worked with the Federal team to define and unpack detailed customer problems to determine scope and prioritize efforts.

- Achieved a 41% improvement in completion rates of the self employment user flow.
- Improved end of year net promoter score 32%

## **Highlight Technologies**

**2016 – 2018**

### **UX Designer - St. Louis, MO**

Provided web design best practices to support the National Geospatial-Intelligence Agency's (NGA) TFII Division. All design endeavors were facilitated in a user-centered design process. Collaborating within cross-functional teams, I contributed to the redesign of outdated applications. The primary objective was to enhance user experience by creating more intuitive interfaces, ultimately improving bandwidth and accessibility for customers worldwide.

- Provided weekly progress updates, technical reports, UI documentation and process workflows.
- Created wireframes and prototypes that streamlined data retrieval and visualization.
- Facilitated design workshops and user testing sessions to collect feedback from military personnel.

## **Education & Credentials**

**Project Management Certification**, Google (2022)

**Certified System Administration**, ServiceNow (2022)

**Bachelors of Science**, Murray State University (2024)

