

Rebecca L. Mayeaux

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Professional Summary

Dynamic UX Strategist and Researcher with 15+ years of experience delivering impactful user insights and driving UX strategy across digital platforms. Online learning innovation, with deep expertise in designing and optimizing user experiences for veterans, health professionals, adult learners, educators and students, Government clients, and members of the public. Proven ability to lead cross-functional teams, manage high-stakes client relationships, and translate complex user data into actionable design improvements. Known for elevating user engagement through creative research methodologies, robust usability testing, and a user-centered design mindset.

Work Experience

Booz Allen Hamilton | McLean, VA

UX Strategist | UX Researcher | November 2010 – May 2025

- Built and maintained strong client partnerships by aligning user experience strategies with agency or administrative goals across government clients
- Conducted in-depth user research, ranging from usability testing and interviews to surveys and tree testing
- Documented user journeys, and personas and mapped service blueprints
- Directed both UX and cross-functional teams, developing wireframes and prototypes to support agile and waterfall workflows, accelerating project timelines, and reducing rework
- Founded and managed the Booz Allen Digital Experience Lab, enabling consistent, real-time user testing and feedback loops that strengthened design validation processes
- Served as a strategic advisor and mentor to colleagues and clients, enhancing team capabilities and driving UX best practices across multiple high-impact projects
- Contributed to the design and development of accessible, user-friendly web environments that have supported children, families, veterans, federal employees, and the public

Kaplan Virtual Education | Columbia, MD

Associate Director of User Experience | April 2009 – August 2010

- Strengthened client relationships by aligning UX strategies with business goals, leading to higher client satisfaction and long-term project engagement
- Led user research efforts, including usability testing, interviews, surveys, and heuristic evaluations to uncover insights that directly informed design decisions and improved user experience
- Managed cross-functional teams and developed wireframes and prototypes within agile and waterfall frameworks, accelerating delivery timelines and reducing development inefficiencies
- Established and led the Booz Allen Digital Experience Lab, enhancing the firm's ability to conduct real-time testing and stakeholder engagement, while also mentoring teams and driving UX thought leadership across projects

Additional Experience

WebSurveyor | Client Services Director, and Senior Researcher

- Led user research initiatives, including UX surveys, that uncovered key friction points, resulting in improved user flows and increased task completion rates
- Facilitated focus groups and virtual training sessions to gather user feedback and align expectations, helping reduce support inquiries and boost product adoption
- Analyzed qualitative and quantitative data to deliver detailed findings reports, directly informing design updates that enhanced overall user satisfaction and usability scores

K12, Inc. | Usability Specialist

- Led usability testing initiatives across various stages of product development ensuring continuous user feedback shaped product evolution
- Interpreted and synthesized usability data into comprehensive reports, delivering actionable insights that directly informed design decisions and improved overall user experience

- Built and managed a diverse user panel of over 50 parents and students, significantly accelerating the evaluation cycle for interface updates and instructional content, and enhancing the efficiency of K12's user-centered design

Skills

UX Strategy, UX Research, Usability Testing, Initial Design Mockups, Heuristic Evaluation, Information Architecture, Journey Mapping, Service Blueprinting, Design Thinking, Data Analysis (Qual & Quant), Stakeholder Interviewing, Focus Group Moderation, UX Writing, Survey Design, Mentorship and Thought Leadership

Technologies

Optimal Workshop (UX, Testing Tool Suite), Alchemer (Online Surveys), Morae (User Testing), Microsoft Office & Teams

Education

Bachelor of Arts in Psychology | State University of New York

Certifications

Survey Design, Graduate Certified | George Washington University
NN/g UX Master Certified
NN/g UX Research Specialty
NN/g UX Management

References

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