

# Lia McCabe | Principal UX Researcher

## UX Strategy | Enterprise Systems

Principal UX Research and Strategy leader with 14+ years of experience designing and optimizing enterprise-scale systems across federal agencies (SEC, VA, CMS, USTC), healthcare, and education environments. Proven ability to influence executive stakeholders to define UX strategy, information architecture, and enterprise system direction in highly regulated domains. Expert in mixed-methods UX research, systems thinking, and complex workflow optimization across data-heavy platforms. Additional experience contributing to \$30M+ in federal contract wins through UX strategy support, proposal development, and oral presentations.

### CORE EXPERTISE

- UX Strategy & Systems Thinking
- Enterprise UX
- Product Strategy Influence
- Executive Stakeholder Alignment
- Research Leadership
- Cross-Org Influence
- Mixed-Methods UX Research
- Usability Testing
- Journey Mapping
- Information Architecture
- Service Design
- Workflow Optimization
- Accessibility & Inclusive Design
- Regulated Systems (Federal, Healthcare, Education)

### TOOLS

- Figma
- Miro
- Mural
- UserTesting
- Optimal Workshop
- Analytics Tools
- Google Workspace
- Microsoft Suite

### Oddball | Lead UX Strategist & Researcher

June 2024 – Present

#### Securities and Exchange Commission (SEC) - Enterprise Data Platform

- Partner with Chief Data Officer and executive leadership to define UX strategy for federal enterprise data systems, influencing product roadmap and modernization initiatives
- Lead UX research across data engineering, compliance, and policy stakeholders within complex regulatory environments
- Directed redesign of SEC Data Catalog information architecture, establishing enterprise-wide data discovery framework
- Identify systemic breakdowns in data access workflows and translate insights into prioritized product decisions
- Define scalable interaction models for complex regulatory data platforms balancing compliance, technical constraints, and user needs

June 2023 – June 2024

#### Veteran's Affairs (VA) - CX Insights

- Led mixed-method UX research identifying systemic breakdowns across federal multi-step service journeys
- Synthesized cross-program insights into executive-level recommendations informing CX and product strategy
- Introduced structured research synthesis practices improving adoption of UX insights across teams
- Influenced alignment between product, engineering, and service delivery teams on experience priorities

### Flexion | Lead UX Researcher/Designer

Feb 2022 – May 2023

#### United States Tax Court (USTC) - DAWSON

# Lia McCabe | Principal UX Researcher

## EDUCATION

Embry-Riddle Aeronautical  
University  
4.0 GPA (Honors)  
MS Aeronautics  
Human Factors Psychology

## LOCATION

Metro Atlanta Area

## CONTACT ME

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LI: [linkedin.com/in/liamccabe](https://www.linkedin.com/in/liamccabe)

Portfolio: [www.liamccabe.com](http://www.liamccabe.com)

- Led UX research for federal case management platform supporting complex legal workflows
- Conducted usability testing, task analysis, and cognitive walkthroughs to identify workflow inefficiencies
- Translated research into interface and workflow improvements aligned with legal and regulatory constraints
- Partnered with engineering and product teams to improve task efficiency and reduce user error rates

Feb. 2021 – Feb 2022

### Centers for Medicare & Medicaid Services (CMS)

- Conducted UX research across federal healthcare platforms supporting provider, patient, and administrative workflows
- Identified usability barriers in data-heavy systems and translated findings into product improvements
- Applied journey mapping and usability testing to improve task success and workflow clarity
- Ensured accessibility and healthcare compliance alignment across UX improvements

### American College of Cardiology | Interim Director of UX

Jan. 2020 – Feb. 2021

- Directed UX strategy across 28+ clinical applications supporting healthcare decision-making systems
- Led large-scale mixed-method research initiative (300+ interviews) identifying systemic usability and workflow issues
- Established UX research governance, standards, and scalable design practices across product teams
- Improved clinical workflow efficiency and system adoption through experience optimization

### American College of Cardiology | Senior UX Researcher

Mar. 2016 – Jan. 2020

- Led UX research across 200+ digital products in complex healthcare ecosystem
- Identified systemic usability issues impacting engagement and task completion
- Integrated research into product decision-making lifecycle
- Improved usability and engagement across clinical tools