

# LAUREN **ASHLEY** HENLEY

## CONTACT

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## EDUCATION & CERTIFICATIONS

### MASTER OF SCIENCE

**Web Design and Development**  
University of Denver  
June 2023

### CERTIFICATE

**UX Strategy**  
University of Denver  
November 2023

### BACHELOR OF SCIENCE

**Graphic Design**  
Art Institute of Pittsburgh  
April 2016

### ASSOCIATE'S DEGREE

**Art**  
Itawamba Community College  
December 2013

## LEADERSHIP

- LSIT Chair for Safety Geeks | Apr 2022 – Oct 2023
- President – PCAPP Employee Club | Oct 2020 – Dec 2021
- NextGen Communications Chair | Mar 2019 – Dec 2021
- Communications Chair – Voluntary Protection Program | Mar 2019 – Dec 2021

## PORTFOLIO HIGHLIGHTS

- UX leadership and design strategy for corporate websites and internal platforms
- Responsive web design projects with accessibility focus
- Cross-functional collaboration in agile environments delivering user-centered outcomes

## PROFESSIONAL SUMMARY

UX & Design Leader with 10+ years of professional experience in web design, visual communications, and user-centered design. Holds a Master's degree in Web Design & Development and a UX Strategy certification. Proven ability to lead design teams, manage cross-functional workstreams, and deliver innovative, accessible, and responsive design solutions. Skilled in Figma, Adobe Creative Suite, typography, interaction design, and agile collaboration. Exceptional communicator with a record of aligning stakeholders and delivering high-impact project outcomes.

## PROFESSIONAL EXPERIENCE

### Visual Communications Services Lead

*Salado Isolation Mining Contractors (SIMCO) | Nov. 2023 - current*

- Lead company and project visual identity standards across digital and print platforms
- Create responsive web-based interfaces, maintain external websites, and enhance usability
- Partner with developers to ensure design consistency and accessibility across platforms
- Provide creative direction for corporate events, public tours, and community outreach
- Communicate concepts throughout the design process using wireframes, flow diagrams, storyboards, mockups, and high-fidelity prototypes
- Seek feedback and insights to validate and enhance design solutions
- Creates posters, digital signage, brochures, booklets and graphic illustrations based on client input
- Creates video content using a variety of cameras, sound and lighting equipment, and edits to create short videos for internal and external publication
- Provides photographic support to the site and also for tours of the WIPP underground repository
- Prints, mounts, and laminates graphic related products using onsite large-format printers; and/or coordinates with off site printing vendors to support high-volume printing needs

### Sr. Media Specialist

*Savannah River Nuclear Solutions (SRNS) | Jan. 2022 - Nov. 2023*

- Directed design and content strategy for IT department communications and training
- Managed executive SharePoint site redesign to improve usability and engagement
- Created user-centered digital assets: web pages, presentations, training tools, and videos
- Partnered with stakeholders and developers to ensure functional, responsive design outcomes

### Design/Production Representative

*Bechtel - Pueblo Chemical Agent-Destruction Pilot Plant (PCAPP) | Feb. 2019 - Jan. 2022*

- Produced web and print designs for site-wide communications, newsletters, and campaigns
- Developed interactive training materials and internal web pages with user-focused layouts
- Collaborated with stakeholders to improve digital communications accessibility
- Communicate concepts throughout the design process using wireframes, flow diagrams, storyboards, mockups, and high-fidelity prototypes
- Seek feedback and insights to validate and enhance design solutions
- Filmed and edited videos used for informational purposes or training
- Planned format of products, organized content, wrote/edited text, and provided instructions for final production
- Collaborated with authors, subject matter experts (SME), and professional staff while preparing a full range of visual media-based content

### Media Design Specialist

*GP Strategies - PCAPP | Aug. 2014 - Feb. 2019*

- Designed instructional content, web-based training, and digital media for technical courses
- Served as Learning Management System SME, troubleshooting and optimizing user experience
- Partnered with SMEs to develop user-centered eLearning and technical training solutions
- Uploaded courses to CourseMill (LMS) and regularly troubleshooted technical questions/issues
- Served as Learning Management System (LMS) SME
- Designed printed flyers, logos, training materials, posters, and other documents

## CORE SKILLS

- UX Design Leadership • User-Centered Design • Figma • Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
- Responsive Web Design • Prototyping & Wireframing • Typography & Accessibility (WCAG 2.1) • Agile Collaboration • Stakeholder Engagement
- Design Systems & Visual Identity • HTML, CSS, JavaScript • Microsoft SharePoint • eLearning Tools (Articulate, Captivate, Lectora)