



CAPABILITIES STATEMENT

www.TheWrightUX.com




Business Overview

The Wright UX, LLX

161 Orchard Lane
Saint Augustine, FL 32095

- UEI: DQNMCMR6T5J4
- CAGE CODE: 06T85

Contact Information

-  Kimberly Oden
-  615-497-3014
-  kimo@thewrightux.com

Certifications



NAICS Codes

- 541519** Other Computer Related Services
- 541512** Computer Systems Design Services
- 541511** Custom Computer Programming Services
- 541430** Graphic Design Services

The Wright UX is a woman-owned digital design agency with over a decade of experience in User Experience Design, Web Design, Content Strategy, and Visual Design. We work across the full Software Development Life Cycle (SDLC), collaborating in Agile environments with developers, product owners, and end-users to create accessible, compliant, and user-centered digital experiences. Our work has supported small businesses, non-profits, and industries with high legal and regulatory standards—including over 20 years of experience in the insurance industry.

Core Competencies

- User Experience Research & Usability Testing
- Interaction & Interface Design (Figma, InDesign)
- Web Design, Responsive Layouts & Accessibility (WCAG)
- Content Strategy, Architecture & Prototyping
- HTML/CSS, WordPress, SEO Optimization
- Agile Project Collaboration, Documentation & QA Testing
- Graphic Design, Branding & Visual Communication
- Stakeholder Interviews, Personas, Storyboarding & User Flow Mapping

Differentiators

- **20+ years** in the insurance industry—deep understanding of regulatory, legal, and compliance requirements
- **15+ years working in Agile teams** as a designer—fluent in iterative design and Scrum ceremonies
- Able to bridge communication between stakeholders, end-users, and developers
- Full-lifecycle UX experience from research and wireframes to prototyping, testing, and implementation
- Experience designing in **complex, regulated environments** with a strong emphasis on usability and accessibility
- Trusted partner to mission-driven organizations, including those in mental health, healthcare, and professional services



CAPABILITIES STATEMENT

www.TheWrightUX.com




Business Overview

The Wright UX, LLX

161 Orchard Lane
Saint Augustine, FL 32095

- UEI: DQNMCMR6T5J4
- CAGE CODE: 06T85

Contact Information

-  Kimberly Oden
-  615-497-3014
-  kimo@thewrightux.com

Certifications



NAICS Codes

- 541519** Other Computer Related Services
- 541512** Computer Systems Design Services
- 541511** Custom Computer Programming Services
- 541430** Graphic Design Services

Past Performance

TeamLink

Redesigned an insurance staffing portal to improve user flow and form accessibility. Delivered Figma prototypes, HTML/CSS assets, and optimized user engagement through UI/UX refinements.

Cultivated Consultation

Built a secure online platform for licensed mental health professionals. Focused on usability, onboarding, and responsive layout across all devices.

ProAssurance / PICA

Over 10 years designing and validating user-facing documents and workflows in a highly regulated insurance environment. Partnered with developers, QA, and legal/regulatory teams in an Agile framework. Delivered over 3,000 digital assets and ran usability testing on every release cycle.

Feeding Hope Village

Redesigned donation and volunteer experience for a nonprofit website. Led research, stakeholder interviews, and iterative wireframe and prototype design. Created a branded design system and ensured WCAG accessibility compliance.

MentorsCare

Improved a nonprofit's website performance by over 60% through UX refinements and WordPress optimization. Managed a full UI audit, created new flows, and reduced design errors by deploying a QA-staging workflow.