



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 agency with over 10 years of experience delivering user-centered, accessible web solutions. We specialize in UX design, content strategy, WordPress development, and performance-driven web marketing for mission-focused organizations.

We bring deep expertise in Agile workflows, full SDLC support, and compliance-driven design—built on over 20 years of experience in the insurance industry. Our team bridges the gap between users, developers, and stakeholders to ensure clarity, usability, and measurable results.

Core Competencies

- Web Design & Development (WordPress, Wix, HTML, CSS)
- Website Maintenance & Performance Optimization
- User Experience (UX) Design
- SaaS & Product Design
- SEO Optimization
- Agile Collaboration & Stakeholder Management
- UX Research, Wireframes, & Prototyping
- Content Management Strategy (CMS)
- Section 508 & Accessibility Compliance (WCAG)
- User Journey Mapping, Storyboarding, & Persona Development

Differentiators

- **20+ years of experience in the insurance industry** — ensuring every project meets complex regulatory, compliance, and documentation standards.
- **10+ years designing in Agile environments**, collaborating directly with product owners, engineers, and QA for continuous improvement.
- Fluent in **stakeholder communication, user research, and technical handoff**—bridging user needs and technical realities.
- Delivered dozens of high-performing websites and digital tools for nonprofits and public-sector clients, with a focus on **accessibility (WCAG 2.2), mobile responsiveness, SEO, and CMS training** for non-technical users.



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Past Performance

Chapman Consulting

Redesigned and modernized a professional consulting firm's website to strengthen branding, increase clarity, and improve lead conversion. Delivered a full WordPress overhaul with mobile optimization, accessibility best practices, and a streamlined user experience. Integrated a client-friendly content management system, optimized SEO structure, and provides ongoing website maintenance and support to ensure long-term performance.

My Impact Events Platform

Directs end-to-end UX and UI design for a B2B event management SaaS platform. Develops wireframes, user flows, and high-fidelity prototypes in Figma, shaping the platform's intuitive user experience. Designs dashboards, budget and revenue flows, attendee and vendor management tools, and communication features such as email, text, and call logs. Partners with the development team to ensure seamless implementation, real-time event tracking, and optimized user workflows. Continually contribute to product strategy, branding, and marketing collateral, including landing pages, conference materials, and beta testing initiatives.

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.



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Past Performance

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.

Hope Station

Provides ongoing website management and UX support for a nonprofit organization. Services included redesigning key pages for clarity and accessibility, optimizing mobile responsiveness, maintaining content updates, and ensuring consistent functionality across the site. Deliver user-friendly solutions that improve donor engagement and streamline the visitor experience.

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.