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# Emily Waggoner

UX Design and Strategy  
User Research

## Ad Hoc, LLC

### Principal Designer, May 2019–June 2021

Led strategy and operations for UX design and research performed by 8 fully remote teams building a product development platform for VA.gov.

Established a user outreach practice to create feedback loops and track pain points along the user journey. Wrote guidelines for, and coached product development teams on agile, Veteran-centered, accessible design practices.

Managed 6 cross-discipline designers. Collaborated with a team of other Principal Designers to lead and grow the design practice at Ad Hoc.

### Senior User Experience Designer, May 2018–May 2019

As part of VA's initiative to digitize paper application forms, I designed UX for Veterans applying for benefits on VA.gov. I led remote discovery and usability sessions with Veterans, transforming insights into product specifications, and designed their UX. Actively managed and updated design pattern library to ensure consistency, scalability, and efficiency.

## Springboard

### User Experience Design Mentor, April 2016-September 2018

Clarified design concepts and methods, reviewed assignments via weekly video chats with students. Co-hosted weekly office hours. Maintained reputation as one of the top-rated mentors.

## MIT Technology Review

### User Experience/User Interface Designer, March 2012–May 2018

Designed product and reader experience. Collaborated closely with other designers, product managers, engineers, customer service representatives, marketing, and editorial stakeholders to iterate user experience.

## Fresh Tilled Soil

### User Interface Designer, January 2010–March 2012

Created visual design, UX strategy, and front-end development for web and mobile apps in healthcare, finance, fitness, government, higher education, IT, and non-profit industries.

## Education

Bachelor of Arts,  
Spanish Language and  
Literature, North  
Carolina State  
University, 2007

Professional Certificate,  
Graphic and Web  
Design, Boston  
University, 2010

## Contact

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