

AUTUMN M. RAVEN

Lead UX/UI Designer | Creative & Digital Experience Leader

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PROFESSIONAL PROFILE

Multidisciplinary design leader and UX strategist with 20+ years of experience transforming complex systems and information into clear, engaging digital experiences. Combines UX/UI, research, information architecture, visual communication, creative direction, and hands-on production with extensive experience leading projects, mentoring designers, advising stakeholders, and building creative businesses across federal technology, publishing, and education.

CORE EXPERTISE

UX & Product: UX Strategy • User Research • Information Architecture • Interaction Design • Prototyping • Usability Testing • Accessibility/WCAG • Design Systems

Creative & Leadership: Creative Direction • Visual & Brand Design • Content Strategy • Data Visualization • Multimedia • Stakeholder Facilitation • Mentoring

Tools: Figma • Adobe Creative Suite • WordPress/Divi • Drupal • SharePoint • HTML/CSS • USWDS • Jira

PROFESSIONAL EXPERIENCE

Lead UX/UI & Graphic Designer | Precise Software Solutions

2022–Present | Remote

Lead UX/UI and creative design across **21 federal, enterprise, and internal initiatives**, frequently serving as sole designer on multidisciplinary teams. Guide projects from discovery and user research through information architecture, workflows, prototyping, visual design, accessibility, developer handoff, QA, and implementation while collaborating with federal stakeholders, developers, product teams, and subject-matter experts.

- Serve as senior UX resource across the organization, establishing reusable processes, standards, research templates, Figma resources, and design practices while formally mentoring **3 designers** and providing ongoing guidance to approximately **6 additional colleagues**. Delivered company-wide UX training to approximately 50 employees.
- **FDA Product Tracing System:** Interviewed 7 foodborne-outbreak investigators and synthesized 252 research comments into personas, workflows, visualizations, branding, and interface concepts. During real-world shadow testing, stakeholders reported the developing application reduced an actual traceback investigation by **3+ days**.
- **FDA ESG Modernization:** Created a future-state prototype credited internally as pivotal in building stakeholder support for modernizing a legacy system serving thousands of users; the work contributed to Precise winning the implementation contract and my selection as **2022 Employee of the Year** within my first nine months.
- **HHS/ASPR Website Modernization:** Lead UX for migration and redesign of a **5,000+ page** government website from SharePoint to Drupal; conducted competitive analysis, developed design guidance, created **70+ priority pages and reusable patterns**, and facilitated moderated usability testing.
- Supported **8–10 federal proposals and technical challenges** through UX strategy, visual storytelling, prototypes, and presentation design; helped shape the winning SAFHER proposal around personas and user needs, earning a team Spot Award.

Author, Independent Publisher & Creative Entrepreneur | Autumn M. Birt

2012–Present

Direct an independent publishing business combining product development, creative direction, brand strategy, digital marketing, ecommerce, analytics, audience development, and publishing operations across an internationally distributed catalog.

- Published **30 works**, including 17 full-length books, across ebook, print, hardcover, audiobook, direct-sale, and bundled formats; produced and distributed nine audiobooks and manage eight multi-book bundles.
- Built a catalog generating tens of thousands of paid sales, 120,000+ documented reader acquisitions/downloads, and \$50,000+ in documented revenue, with two titles reaching #1 Amazon bestseller status.
- Direct creative and brand strategy across series, websites, campaigns, ecommerce, and interactive reader experiences; recent organic Pinterest strategy generated **34,600+ monthly impressions, 1,500+ engagements and nearly 600 outbound clicks**.

Independent Creative Consultant & Designer | A Raven Design

2014–Present

Provide UX-led web design, branding, publishing design, and creative consulting for authors, publishers, small businesses, and nonprofits.

- Served **80+ clients**, with more than half returning for additional work and several relationships spanning 7+ years; lead engagements from discovery and competitive research through UX-led web/brand strategy, design, WordPress implementation, training, and support.

Founder & Creative Director | AmWritingFantasy

2017–2024

Co-founded and led creative direction, digital product design, UX, web development, marketing, and customer experience for an online fantasy-author education and media business.

- Co-founded and creatively led an author-education ecosystem spanning 11 courses, 3 masterclasses, multiple websites, podcasts, video, newsletters, and community programming, reaching an audience of approximately 4,000+ at peak; led UX, web development, creative direction, marketing, and customer experience.

District Conservationist / Soil Conservationist | USDA Natural Resources Conservation Service

2002–2016

Progressed to GS-12 District Conservationist, leading multi-county federal operations and **8+ employees** while overseeing strategic planning, partnerships, regulatory compliance, and **\$14M+ across 763+ federal agreements**; completed an 18-month regional Leadership Development Program.

EDUCATION & RECOGNITION

M.S., Ecology & Environmental Science, University of Maine

B.A., Art & English, Bucknell University

Google UX Design Professional Certificate

Foundations of Humane Technology

Selected Recognition: Precise Employee of the Year, 2022 • Service to the Citizen Project Award, 2024, ESG NG Team • Precise SAFHER Spot Award • USDA Superior Performance Recognition • #1 Amazon Bestseller, *Born of Water* and *After the War*