

Ripleigh Hatfield Senior UX Designer

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Making complex technology feel human.

SUMMARY

6+ years of experience designing and modernizing complex, mission-critical digital products across federal, defense, and healthcare environments. Experienced translating specialized user needs, mission requirements, data-rich workflows, and technical constraints into intuitive, accessible enterprise experiences. Skilled in end-to-end product design, user research, design systems, usability testing, and cross-functional Agile collaboration.

PROFESSIONAL EXPERIENCE

Senior UX Designer, Booz Allen Hamilton | 2022-Present

- Drive UX solutions across two concurrent Navy modernization initiatives, transforming historically manual manpower planning workflows into intuitive, browser-based enterprise applications
- Translate user needs, requirements, business processes, and technical constraints into user flows, information architecture, wireframes and high-fidelity mockups in Figma
- Partner closely with developers, business analysts, designers, and government clients throughout the product lifecycle to identify workflow gaps, clarify requirements, and deliver technically feasible, user-centered solutions
- Iterate on product designs through usability testing, client demonstrations, stakeholder feedback, and Agile sprint reviews to refine workflows and better support user needs
- Evaluate designs for Section 508 accessibility and usability, using heuristic reviews to identify friction points and recommend improvements

UX/UI Designer, INCATech - Innovative Computing & Applied Technology | 2020-2022

- Implemented UX strategy and design on a critical mission application used by the Joint Personnel Recovery Agency (Department of Defense)
- Helped introduce and grow user-centered design practices as one of INCATech's earliest UX designers, advocating for UX across multidisciplinary teams and contributing to greater design maturity across projects
- Conducted user research with specialized users through interviews, usability testing, and surveys to identify operational needs and workflow pain points, using insights to inform and validate design decisions
- Created and maintained a scalable Figma design system, establishing reusable UI components to improve product consistency and streamline design and development
- Partnered closely with developers throughout implementation, delivering detailed design specifications and providing design guidance

- Led UX efforts for a public-facing company website redesign, conducting user interviews and research, developing personas, synthesizing findings, contributing to rebranding strategy, and translating insights into wireframes and design recommendations

Digital Strategy & UX Intern, Centrotek | Summer 2019

- Designed wireframes for a variety of healthcare clients, including Guthrie and MU Health
- Conducted user research and competitive analysis for healthcare digital experiences, translating findings into user-centered design recommendations and improved workflows
- Integrated user research findings into user personas
- Collaborated with experienced designers on client-facing healthcare projects, gaining hands-on experience across the UX design process

EDUCATION

James Madison University | Bachelor of Science in Interactive Design
2016-2020

SKILLS

- **UX Design & Strategy:** End-to-End Product Design, Human-Centered Design (HCD), Interaction Design, Information Architecture
- **User Research:** User Interviews, User Personas, User Stories, User Workflows, Storyboarding, Competitive Analysis
- **Prototyping & UI:** Wireframing, Rapid High-Fidelity Prototyping, Visual Design, Figma, Sketch, Adobe XD, Axure, Adobe Creative Cloud (Photoshop, Illustrator)
- **Design Systems:** Component Libraries, Reusable UI Patterns, Design System Development & Maintenance
- **Usability Testing:** User Testing, Heuristic Evaluations, Testing Tools (Hotjar, UserTesting, Google Analytics)
- **Accessibility Design:** WCAG Compliance, Section 508 Compliance
- **AI-Assisted Design & Prototyping:** AI-Assisted Ideation, Figma AI, Cursor, Copilot
- **Agile & Collaboration:** Agile/Scrum, Software Development Life Cycle (SDLC)
- **Collaboration Tools:** Jira, GitLab, Miro, Mural, Trello
- **Technical:** Working Knowledge of HTML & CSS, Front-End Development Concepts

CERTIFICATIONS/COURSES

Artificial Intelligence Essentials (AI Aware) Badge
Booz Allen Hamilton | Aug 2025

Storytelling to Present UX Work
Nielsen Norman Group | Mar 2021

Google Analytics Certification
Google | Jul 2019