The Wright UX, LLC

CAPABILITIES STATEMENT

The Wright UX is a woman-owned agency specializing in User Experience Design, Web Design, and Website Maintenance for local, state, and federal agencies. We offer tailored solutions including SEO Strategy, Product Design, and technical troubleshooting. Our expertise spans business process improvement, strategic planning, project management, and systems design, with experience in Figma, Wix, and WordPress. We accept credit card payments, providing a seamless and convenient payment process for our clients.

Company Information:

- UEI: DQNMCMR6T5J4
- CAGE CODE: 06T85

NAICS Codes:

- 541512
- 541511
- 541519
- 541430
- 541618
- 541611

Certifications

- Women-Owned Small Business
- Economically Disadvantaged Women Owned

Contact Information:

Owner/CEO: Kimberly Oden
161 Orchard Lane
Saint Augustine, FL 32095

Tel: 615-497-3014
Email: kimo@thewrightux.com
LinkedIn:
https://www.linkedin.com/company/the-wright-ux/

Core Competencies

- User Experience (UX) Design
- Web Design and Development
- Information Architecture
- Performance Optimization
- Visual Design and Branding
- Content Strategy and Development
- Accessibility and Mobile Responsiveness
- Project Management and Collaboration
- Forms Development & Design

Differentiators

- **Inclusive Design**: A commitment to creating accessible and inclusive digital experiences that cater to diverse audiences.
- **Client-Centered Approach**: Personalized services tailored to the unique needs of each client, ensuring alignment with their goals and values.
- **Proven Track Record**: Successful collaborations with clients such as Chapman Consulting and Bob Technologies, delivering impactful and user-friendly digital solutions.

www.thewrightux.com

Past Performance

Client: Bob Technologies
Designed the user interface and high-fidelity prototypes for a Financial Literacy app aimed at helping users invest in the stock market.

Scope of Work/Key Tasks
- Collaborated with the product manager to establish the strategy and vision for the app.
- Engaged with stakeholders to align the design with business goals and ensure their vision was realized.
- Created user-friendly, self-explanatory screens and prototypes in Figma to facilitate a seamless user experience.

Tools and Technologies Used
- Design Tools: Figma

Client: TeamLink (insuranceteamlink.com)
The project involved a complete redesign aimed at enhancing user experience and streamlining the process for connecting agency owners with licensed insurance professionals. The scope included visual updates, content restructuring, and the integration of new features like testimonials and registration forms to improve engagement and conversions.

Scope of Work/Key Tasks
- Conducted a full website audit and redesign, focusing on visual appeal and functionality.
- Optimized navigation and user flow to ensure ease of access to key features like job registration and testimonials.
- Integrated dynamic content, including rotating testimonials and a streamlined registration process.
- Updated all forms and calls to action to align with user goals and increase conversions.

Tools and Technologies Used
- Design Tools: Figma wireframes and prototypes, Photoshop - optimize images, Canva
- Development: WordPress, HTML/CSS

www.thewrightux.com