

JAQUAN STARLING

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WORK EXPERIENCE

MITRE

McLean, VA

Human-Centered Design Strategist (Associate)

Oct 2023–Present

Digital Services Evaluation

- **Analyzed 408 qualitative customer survey responses**, identifying preferences for online vs paper forms. Developed 8 thematic areas, directly influencing the creation of focus group topics for deeper exploration of customer behavior.
- **Compiled a detailed evaluation of 3 mobile applications**, to understand their value for individuals on their immigration journey, with the goal to influence the agency's development of a native application.

Veteran Affairs Reasonable Accommodation Program Equity Assessment

- **Spearheaded the creation of 4 user personas** to articulate responsibilities, goals, and frustrations, humanizing the accommodation process and highlighting areas for improvement.
- **Contributed to the design of an in-depth employee feedback survey**, successfully deployed to 25,000 employees, to gain insight into their experiences with the reasonable accommodation program.

Innovation Toolkit

- **Facilitated a high-impact strategic ideation workshop** for 12 senior executives leading to increased collaboration and the generation of 35 novel ideas to enhance resource allocation and utilization within the division.
- **Conducted a team retrospective workshop** with 19 members, fostering an emotionally safe environment and collaboratively identifying project strengths and areas for improvement.

Business Systems Engineer (Associate)

Jun 2022–Oct 2023

Customer Experience Modernization

- **Applied qualitative analysis techniques** to translate insights into impactful customer journey maps. Unveiled essential pain points and improvement opportunities, showcasing 26 possible improvements to the user experience.
- **Influenced UX/UI design through analysis** of a research study conducted by interviewing 9 customers where valuable insights regarding account status and processing time were extracted.

Veteran Affairs External Complaints Program Equity Assessment

- **Established and documented the user story strategy**, capturing the end-to-end process users go through, leading to the development of 3 comprehensive user journey maps that identified pain points and opportunities for improvement.
- **Inspired senior executives to become champions of human-centered design** through influential storytelling, persuasive data, and thoughtful strategy.

Florida International University

Miami, FL

Program Coordinator

Aug 2021–May 2022

- **Managed a \$70,000 budget of student funds** to organize cultural event and special projects for students on campus.

Verizon

Tampa, FL

Data Center Operations Intern

Jun 2021–Aug 2021

- **Generated 15% in savings** by enhancing Data Center equipment air flow models leading to a substantial cost savings of \$3050.

Next Era Energy

Miami, FL

Thermal Analysis Intern

Jun 2020–Aug 2020

- **Developed an algorithm** using Python to automate and analyze large data sets from a mesh network.

National Science Foundation

Miami, FL

Hardware Engineering Intern

May 2019–Aug 2019

- **Engineered a low-cost finger-mounted heart rate sensor** for blood pressure prediction.

SKILLS

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|-----------------------|------------------------------|--------------------------|
| • Design Thinking | • Market Research | • User Personas |
| • Technical Writing | • Customer Journey Mapping | • Surveys |
| • Customer Experience | • Usability Testing (remote) | • Environmental Scanning |

EDUCATION

Brandeis University

Expected Graduation: May 2025

Master of Science in User Centered Design

Florida International University, Miami, FL

May 2022

Bachelor of Science in Interdisciplinary Engineering