

# JAQUAN STARLING

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## Skills

User Research | Interviews | Journey Mapping | Mixed-Methods Research | Survey Design | Usability Testing | Cross-Functional Collaboration | Research Storytelling | Qualtrics | Qualitative Analysis | Competitive Analysis | Service Design | Agile | Figma

## Experience

### MITRE

McLean, VA

*Human-Centered Design Strategist*

May 2024–Aug 2025

- **Discovered User Needs:** Conducted in-depth research on taxpayers with disabilities and coded qualitative data to uncover themes that improved access to IRS digital services.
- **Insight Synthesis:** Translated findings into 5 recommendations and accompanying training that strengthened customer experience practices across IRS teams.
- **Collaborative Problem-Solving:** Led a two-day cross-agency workshop with 30 leaders from 14 organizations, strengthening collaboration and generating solutions to improve public services.

*Human-Centered Design Strategist (Associate)*

Oct 2023–May 2024

- **Qualitative Analysis:** Analyzed 408 survey responses, identifying 8 thematic areas that shaped focus group design and informed product direction.
- **Prototyping Input:** Evaluated 3 mobile apps to inform the design of a native immigration support app, highlighting usability issues and improvement opportunities.
- **Persona Development:** Created 4 personas to humanize employee accommodation workflows and highlight user frustrations and barriers.
- **Survey Design:** Designed and deployed an experience survey to 25,000 employees, uncovering insights to guide process improvements.

*Business Systems Engineer (Associate)*

Jun 2022–Oct 2023

- **Journey Mapping:** Translated user research into 3 customer journey maps, surfacing 26 improvement opportunities and pain points across service touchpoints.
- **Usability Testing:** Conducted testing with 9 customers to identify key UX issues related to account status and processing times.
- **Service Design:** Mapped the end-to-end veteran complaints process, producing 3 journey maps that revealed 16 opportunities to improve service quality.
- **Influence & Communication:** Influenced senior leaders by translating research into narratives that demonstrated the return on investment of human-centered design.

### Florida International University

Miami, FL

*Project Manager (Academic Project)*

Aug 2021–May 2022

- **Risk Management:** Identified delivery risks across data, technical work, and team capacity, and adjusted timelines and task ownership to keep the project on track.
- **Project Execution:** Led end-to-end delivery of an interactive, decision-support map for Miami-Dade County, to support long-term infrastructure planning for utility providers and government stakeholders.

*Program Coordinator*

Aug 2020–May 2021

- **Budget Management:** Managed \$70K in funds, strategically allocating resources to support 26 cultural programs and campus events.
- **Community Engagement:** Built trust with students from varying backgrounds through 1:1 conversations and group dialogues, ensuring programs reflected student experience.

### NextEra Energy

Juno Beach, FL

*Mechanical Engineering Intern*

Jun 2020–Aug 2020

- **Data Analysis:** Developed a Python-based algorithm to automate the analysis of large data sets from a mesh network to improve technical diagnostics.

## Education

Brandeis University - Master of Science, User Centered Design

Florida International University - Bachelor of Science in Interdisciplinary Engineering