GLENN LUTHER

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Secret Clearance

BRAND | DESIGN | COMMUNICATION | STRATEGY

I am a digital storyteller. I assist companies, individuals, non-profits and government agencies to express themselves through user experience design, graphic design, photo, video, branding, and strategic communication. I help businesses unleash their untapped potential and guide them toward success.

AREAS OF EXPERTISE

Human Centered Design • Graphic Design • Interactive Design • Photojournalism • UX Discovery & Research • User Interviews • Surveys • Affinity Mapping • Scenarios • Personas • User Flows • Card Sorting • Sketches • Wireframes • Prototypes • Team Training & Mentorship • Knowledge Management • Communication Strategy • Brand Design & Development • Marketing • Adobe CC • Sketch • InVision • Balsamiq • HTML • CSS

PROFESSIONAL EXPERIENCE

Metro Systems Inc, Washington, DC   August 2020 to Present
Senior User Experience Designer

Worked with the FDA to create new applications and update several existing applications that are significant to the food safety inspection program. Projects varied from complex internal web applications to mobile application design.

Taught designers and non-designers alike how to use Adobe XD and how to use a custom design toolkit of my creation to enable better wireframes and mockups for new projects. Also taught the basics of design thinking to help incorporate it into the development culture.

Led the way to help create a common framework whose goal is to speed up the design and development process by designing and creating standard components that have been 508 approved so that other teams can drop them into their site as needed.

Phil Ehr for Congress, Pensacola, FL   July 2019 to Sep 2020
Digital and Communications Specialist

Advised the Ehr for Congress campaign with a digital and communication strategy that included user experience design and brand development. Provided the campaign with photography, video, website designs, and a digital storefront. Prepared the launch of both a local and national campaign by giving strategic advice and provided authorship on key speeches, core campaign issues, weekly campaign newsletters, and social media development.

Escambia County Democratic Party, Pensacola, FL   July 2019 to Sep 2020
Director of Communication

Responsible for community outreach, strategy, public communication, brand development, media relations, design and management of social media and external websites. Manages a team of volunteers that help deploy marketing strategies, public relations campaigns, and media events.

Built fldemssccc.org to help inform small Florida counties about their options to vote from home in November, how to volunteer remotely in a COVID-19 quarantine, how to find important local information on COVID-19 and how to reach their local party officials.

Resilient Union, LLC, Baltimore, Maryland   Aug. 2018 to Present
President

In 2018, I financed and launched my own startup. Resilient Union is an apparel company that creates positive messages of inclusion, equality and justice. Winner of three 2018 MARCOM Awards: Gold: Best Small Business Website, Platinum: T-shirt design awards. Winner of a 2019 Hermes Creative Design Award for Small Business Website. ResilientUnion.com

Greveo, Maryland, Washington DC   Jun. 2009 to Present
Independent Contractor

- Develops prototypes based on generative and evaluative research for clients. Solutions include new product design to upgrades to existing sites or services through an iterative design process.
- Designs simple system architecture plans for new web products
- Implement web-based solutions based on research, prototypes and user flows for clients representing diverse industries.
- Actively works with clients to improve existing digital services by improving information architecture allowing users to sort through complex information in a more intuitive way.
- Leads workshops in service design helping the client improve their communications across customer channels where social, web, marketing, and product services interact.
- Designs and delivers training focused on enabling clients to administer and to better run their digital products.

Ains Inc, Gaithersburg, MD   Sep. 2016 to Mar. 2018
UX/UI Designer

- Performed targeted user interviews involving existing customers, power users, help desk personnel and various company stakeholders who managed and directed our existing software product line.
- Developed user personas, user stories, and flowcharts based on user and stakeholder input to drive several parallel UX design projects within the company.
- Led workshops with stakeholders, subject matter experts (SME) and engineers, to work through various stages of the product design and development. Initial workshops were focused on collaboratively ideating, mapping, and organizing raw research to form a targeted path forward. Not all workshop members were familiar with design processes, or the importance of it in software development. By the end of the process, users understood the importance of research and design methodologies. Subsequent workshops involved everything from persona creation to the review of each stage of the wireframe and mockup process. Including observational research analysis of customers who helped to test the usability of our new designs and information structure.
- Organized the UX development schedule of multiple large projects into smaller Agile design sprints. Each sprint was tracked and stakeholders updated in weekly or biweekly design meetings.
- Rebranded every marketing material for the company, including brochures, fact sheets, white papers, case studies, powerpoint presentations, flagship product logos, and a complete redesign of all-conference and expo display and hand-out materials. The material matched the language, design, and experience as clients navigated from paper marketing material to our internal portals, our website and to the company's line of SaaS and PassS products.
- Designed custom templates for the writing team for their product release documents, training documents and materials as well as other AINS, Inc. branded materials for proposals and other official software documentation.
- Redesigned the core flagship software products, eCase, FOIAXpress and FOIAXpress's private portal, named Public Access Link (PAL). Modernized and improved the information architecture, interaction design and service designs of each product. FOIAXpress is one of the largest FOIA products in North America serving both government clients as well as the public requesting the release of FOIA requests. The design also focused specifically on responsive, mobile design both for responsive and native mobile formats. Delivered low and medium fidelity wireframes, to high fidelity prototypes based on various stakeholder requirements and research. Interacted with various stakeholders each holding their own priorities to their clients, departments and overall strategy. Helped to unite stakeholders together while enabling them to attain their personal goals for the project. Worked directly with engineers to implement and to produce high-quality results that matched the interactive high fidelity mockups that they were presented at the end of the UX redesign project. Also worked with the marketing department to name new features and to make sure the software adhere's to the company's recent brand design guidelines.
- Created the company's first comprehensive brand design guide that included corporate tone, font styles, color palette, imagery, and proper logo usage.

- Designed and in some cases redesigned large custom portals for major clients such as the U.S. Equal Employment Opportunity Commission, U.S. Department of Education, and the National Archives. All projects were wireframed, and mocked up based on customer requirements and user input. All designs were a part of a large push to improve interaction design on existing client websites while still maintaining core practices such as 508 compliance.
- Redesigned and upgraded the information architecture of existing AINS products such as eCase Audit and eCase Investigations software solutions to improve user experience and upgrade the user interface to modern web standards. The redesign required stakeholder interviews, user input and the collaboration between marketing, product management and the CEO to help improve the interaction design and to enhance the user experience when navigating between various company products and marketing content.
- Designed new AINS web product lines to include unreleased applications such as eCase HR: Project Management Suite, eCase EEO, and eCase Complaints Tracking. Each page of these applications was wireframed, and mocked-up based on SME input, management, and developer input as well as customer needs. All software products designed, redesigned or created were targeted towards a government clientele and required strict adherence to principles such as 508 compliance.
- Rebuilt and redesigned http://ains.com from the ground up to improve page speed, SEO, for mobile devices and desktops. Implemented a secure WordPress site, equipped with a global CDN, AMP web pages, and a modern design to fit the overall rebranding and messaging of the company. Each page of the website was mocked up and dissected by myself and various stakeholders whose goal was to improve both the service and interaction design of the site as a whole.
- Rebranded the company's social media platforms to match the new company branding.
- Took professional portraits of management to work with the new marketing and branding materials. They can be found here: https://www.ains.com/company/leadership-team/.
- Created, coded and managed Marketo landing pages and marketing forms for targeted outreach projects. Managed designers and worked closely with department heads, product managers, sales team members, and the marketing department to deliver day-to-day graphics needs.
- Performed comprehensive user testing of the product with two teams of testers. One located in our office in Gaithersburg, MD, the other was an affiliated team located in India.

Randstad Technologies, Chevy Chase, MD   Apr. 2016 to Aug. 2016
SharePoint Administrator

- Worked with a talented team of developers to build custom Angular JS 1 apps that integrated with SharePoint 2013 and extended its capabilities.

Randstad Technologies, Washington DC   Feb. 2015 to Jul. 2015
Senior UI/UX Developer

- Worked on a team that designed a custom template for all International Monetary Fund's internal websites. The IMF had more than 200 internal websites at the time of this project. focusing on open typefaces, responsive layouts, and intuitive design.
- Collaborated with a large team of designers on a brand guide requirements that would help create a new modern look with a focus on user experience across all new websites and internal portals within the IMF.
- Helped the client better visualize their monthly web analytics through the use of infographics.
- Assisted with the design of two internal newsletters.
- Wrote a video script used to promote gender equality in economic data visualizations.
- Wrote a script for video used to promote gender equality in economic outlooks.
- Developed wireframes for a redesign project involving a knowledge management department using SharePoint.

SUMMIT TECHNOLOGIES, Ft. Meade, MD   Aug. 2012 to Jan. 2015
Web Developer

- Effectively led the development of a cohesive SharePoint portal and public website on behalf of the Information Assurance Support Environment (IASE) at the Defense Information Systems Agency (DISA).
- Helped communicate with the government client difficulties and limitations of SharePoint and the features they wanted to implement within its framework.
- Recommended new designs and services to the client based off of security recommendations that needed to be addressed when moving their site into the public cloud.
- Played an integral role in moving one of the agency's key projects to the public cloud, which represented the first time a public facing .mil website was shifted to a secure, public cloud environment.

CSC, Ft. Belvoir, VA   Nov. 2011 to Aug. 2012
Lead Designer

- Diligently served as the lead designer UI/UX developer for a SharePoint installation, which included both custom style sheets and Master Pages.
- Created low, medium and high fidelity wireframes based off of government stakeholder requirements.
- Created graphics for a new Knowledge Management Portal and customized third party plugins and applications to meet the style of the new portal.
- Maximized the use of several emerging web standards, highlighted by HTML 5, CSS3, JSON, and jQuery.

CACI INTERNATIONAL INC., Ft. Belvoir, VA   Aug. 2010 to Nov. 2011
Web Developer/Multimedia Specialist

- Oversaw the complete development and design of a government website, which required using site survey input as well as various stakeholder recommendations.
- Created wireframes and mockups of the site at every stage of the development process.
- Reorganized the information architecture to create a better experience for the user.
- Analyzed each client's mission and corporate philosophy in order to select and integrate the appropriate social media, microsites, and newsletters.
- Partnered with the sub-organizations in website and multimedia development, photography, videography, editing, and catalog publications.
- Conducted ongoing system evaluation and infrastructure assessment for a SharePoint portal.

MHZ NETWORKS, Falls Church, VA   Aug. 2008 to Jun. 2010
Online & Mobile Media Producer

- Spearheaded the full lifecycle of projects that included interactive online broadcasting, podcast creation, motion graphics production, mash-ups, short-form video production, social network design, social network development, and user experience design.
- Cultivated and maintained strong client relationships with Harris Interactive Inc. and Open Mobile Video Coalition, while performing usability testing on innovative products such as over-the-air TV signals on mobile devices.

AMERICAN UNIVERSITY, Washington, DC   Jul. 2005 to Aug. 2008
Manager of Multimedia Labs

- Responsible for day-to-day operations, while maintaining more than 100 PC and Mac computers.
- Actively managed and mentored a team of 20 responsible for delivering on-demand technical assistance in classrooms, faculty labs, and computer labs.
- Directed all video, photography, print, and multimedia production phases.
- Introduced specialized DVD menus, mass DVD production, and assembly that was utilized for advertising, film festival submissions, special events, and professional services.
- Led seminars focused on new media, blogging, multimedia, and digital asset management.
- Shifted the school's flagship publication to a new content management system, which enhanced site efficiency and security.

EARLIER CAREER

NEWSEUM, 3D Game Developer/Consultant Washington, DC   Aug. 2006 to Dec. 2007
- Lead a team of developers to produce the first temporary exhibit in the Newseum representing the future of Media.

Ogden Newspapers Inc., Managing Editor Boardman, OH   Jan. 2004 to Jul. 2005
- Ran an entire weekly newspaper with 50K circulation near Youngstown, Ohio
- Awarded the Ohio Public Images Award for a series on local WWII Veterans.

Aina, Assistant Director of Aina Photo Kabul, Afghanistan.   Feb. 2003 to Nov 2003
- Started the first school of photojournalism, the first newspapers and magazines in the country.
- Worked with two world-renown National Geographic Photographers
- One of my students won the Pulitzer Prize.

EDUCATION

Master of Arts in Journalism & Public Communication and Film and Video (Interdisciplinary Studies), American University, Washington, DC (2007)
Bachelor of Arts in Visual Journalism, Kent State University, Kent, OH (2004)

PROFESSIONAL CERTIFICATIONS

Security+ CE CompTIA License COMP001020360528
Certified Knowledge Manager – CKM (2014) Knowledge Management Professional Society – KMPro, License #1409266464
User Experience Design Circuit (April 2018) General Assembly
Entrepreneurship 1: Developing the Opportunity (May 2018) University of Pennsylvania
Entrepreneurship 2: Launching your Startup (June 2018) University of Pennsylvania
Entrepreneurship 3: Growth Strategies (June 2018) University of Pennsylvania
Entrepreneurship 4: Financing and Profitability (July 2018) University of Pennsylvania

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CLEARANCES

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