

# Will Sykora

PRODUCT & DESIGN

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## CREDENTIALS

### **Certified Scrum Product Owner**

*Scrum Alliance*

### **Certified Scrum Master**

*Scrum Alliance*

### **SAFe 5 Practitioner**

*Scaled Agile, Inc.*

## UX METHODS

Customer Discovery

Product Validation

Heuristic Evaluations

User Interviews

Persona Research

Storyboarding & Flows

Content Strategy

Information Architecture

UI & Interaction Design

Prototyping

Usability Testing

## PRODUCT

LEAN & Design Thinking

Process Development

Mission & Vision Definition

Data Analysis

Business/Customer Synthesis

Goal Setting

Timeline & Resource Planning

Risk Mitigation

Backlog Creation/Management

UX+Engineering+QA Leadership

## TOOLS

Figma

Penpot

Sketch

Adobe Creative Cloud

Miro

Jira/Confluence

## ANALOG

Pen & Paper / Sharpies

Sticky-notes on Whiteboards

Conversations & Eye Contact

## EDUCATION

**MPS** – Technology Entrepreneurship

*University of Maryland | Aug 2016 – Dec 2017*

**MTE Entrepreneur of the year** | Awarded April 2018

**BFA** – Graphic Design

*Salisbury University | August 2005 – May 2009*

**Outstanding Student Leadership Award** | Awarded May 2008

## EXPERIENCE

**Hypergiant Industries (Accelint)** – Lead UX/UI Designer (TS/SCI)

*Dulles, VA | Oct 2024 – Present*

Lead the product design of an AI enabled Long Range Fires System for US Navy and Air Force fires teams. Optimize the integration of legacy tools by identifying and designing operator and mission centric capabilities on top of existing intelligence and engagement tooling. Navigate and strategize multiple contracts contributing to various phases of the kill chain. Interface directly with warfighters to identify gaps and propose cross product solutions to field an MVP and beyond. Work across classification levels to remove redundancy, simplify system training and improve operator efficacy.

**MVP Healthcare** – Senior Experience Strategist

*Rochester, NY (Remote) | Aug 2024 – Oct 2024*

Drove UX strategy for an internal sales platform by partnering closely with Product Management, business stakeholders, and technical agile teams. Conducted comprehensive user research—including interviews, usability testing, and surveys—to uncover insights that shape design decisions. Aligned design efforts with strategic priorities, using both qualitative and quantitative data to guide iteration.

**Focused Support** – Senior Product Designer (Top Secret)

*Baltimore, MD | Nov 2018 – Nov 2022 (Contractor) Jun 2023 – Jun 2024 (FTE)*

Led feature discovery/definition, UX, and UI support across multiple Agile teams building Unmanned Aerial System (UAS) Common Operating Picture (COP)/TacSit and Inventory Management applications for Department of Defense clients. Acted as a bridge between niche domain-expert stakeholders and full-stack development teams, ensuring alignment with mission goals and operational requirements. Represented user needs and priorities during backlog grooming and sprint planning, writing and sizing user stories, with epics scaling from proof-of-concepts to fully iterated products. Optimized delivery speed by integrating design, development, and product management into a mature, cohesive product delivery process. Trained new Product Owners on Agile ceremonies and practices, including the JTBD framework, epic, feature and story writing, sprint planning, retrospectives, and backlog refinement.

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## **Ventera (Cadmus)** – Senior UX Designer (Public Trust)

*Reston, VA (Remote) | Nov 2022 – Jun 2023*

Fostered a customer-centric mindset and culture by leveraging data, research, and client collaboration to deliver product solutions across large-scale federal and commercial projects. Integrated CX leadership and design thinking with proxy product ownership to deliver impactful end-user experiences and capabilities. Defined both product and team vision and strategy, ensuring alignment with customer needs and defined KPIs while managing the full product lifecycle. Implemented and matured Agile and SAFe methodologies to drive collaboration and transparency across teams and stakeholders, ensuring buy-in and efficient delivery of high-value features. Utilized data-driven insights, user research, and collaboration to set priorities and negotiate as needed. Embedded within Agile development teams to ensure delivery met contractual and stakeholder expectations.

## **Covailnt** – Founder

*Baltimore, MD | Mar 2018 – Dec 2021*

Designed, developed, and launched Covailnt's MVP and beta platform from scratch, overseeing the full product lifecycle from concept through market launch and beyond. Successfully converted a waitlist into 420+ active users within 4 months. Managed all aspects of business and product management, including defining the mission and vision, creating customer-insight-driven marketing strategies, business planning, product engineering and implementation, market validation, and contractor team management.

## **T. Rowe Price** – User Experience Designer

*Owings Mills, MD | Sept 2014 – Mar 2018*

Spearheaded the re-architecture of critical web and digital product experiences, defining the firm's product discovery process. Reduced product and business risk by guiding cross-functional teams and internal stakeholders towards Agile methodologies and customer-centric best practices. Developed and implemented T. Rowe's project discovery framework, ensuring alignment with business goals and customer needs. Collaborated with business teams and stakeholders to define product requirements, create user stories, and prioritize features based on business value and customer impact. Facilitated workshops and exercises to establish product architecture, validate market fit, and refine requirements. Utilized data-driven insights and qualitative feedback to inform product roadmaps and ensure continuous improvement. Worked closely with branding, design, and development teams to establish digital standards and drive the strategic direction of T. Rowe's digital ecosystem.

## **MICROS eCommerce (Oracle)** – Web Designer

*Chevy Chase, MD | Jul 2013 – Sept 2014*

Designed experiences for clients in the hospitality industry, including websites, booking engines, and online ordering flows. Partnered with stakeholders to gather requirements, prioritize key features, and ensure alignment with business objectives. Engaged in the full development lifecycle, from discovery through to delivery, ensuring that the produced experiences met desired objectives and metrics.

## **WESTAT** – Graphics Coordinator

*Rockville, MD | Feb 2013 – Jul 2013*

Managed the creation of collateral supporting several large federal agencies.

## **Graphic Relief, Inc** – Graphic Designer

*Hanover, MD | May 2008 – Feb 2013*

Designed and produced in-store promotional materials and advertisements for the Food and Beverage industry.