EXPERIENCE DESIGN LEADERSHIP

Rob Fay.

Experience design leader connecting customer evidence, product decisions, and organizational capability. Builds shared practices for complex products and services.

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Severna Park, Maryland

LEADERSHIP FOCUS

Experience strategy

ResearchOps & DesignOps

Service design

Team development

Design quality

Accountable AI

LEADERSHIP SCOPE

8-person team
5 product groups

Built and led at Allegis Group.

SELECTED WORK

Leadership stories and evidence at robfay.com/work

SELECTED LEADERSHIP EXPERIENCE

Digital Services Expert (Design)

Executive Office of the President / U.S. Digital Service

Detailed to CMS **/ May 2026 - Present**

- Lead design and research for the National Provider Directory, turning user needs and complex provider-data workflows into information architecture, interaction design, and implementation guidance.
- Align product, engineering, policy, and operations around priorities and permissions; develop a human-supervised AI workflow with separate quality review and explicit acceptance decisions.

Managing Lead Design Strategist

Sikich / Tantus Technologies

HCD Center of Excellence Lead, supporting CMS **/ Jul 2018 - May 2025**

- Led the contractor HCD Center of Excellence practice supporting CMS, establishing shared research operations, design guidance, learning, and measurement.
- Built research infrastructure, taxonomy, recruitment, and support pathways; developed maturity assessment and learning programs to help teams identify capability needs.

EDUCATION

Master of Information Management
Human-Computer Interaction
University of Maryland, College Park

Master of Science
Marriage and Family Therapy
University of Maryland, College Park

Bachelor of Science
Elementary Education
Messiah University

PRACTICE

Research and synthesis

Journey mapping

Service blueprinting

Interaction design

Accessible prototyping

Design systems

EARLIER EXPERIENCE

K12 Inc.
2006 - 2007

MORI Associates / NIH
2005 - 2006

LEADERSHIP EXPERIENCE / CONTINUED

Director of User Experience

Allegis Group

Commercial product and service design / **May 2015 - Jun 2018**

- Built and led an eight-person design and research team supporting five product groups, embedding UX in discovery, planning, and delivery.
- Directed research and design for Allegis Connected, using customer evidence, journey maps, and prototypes to align job-seeker, recruiter, and onboarding experiences.

Senior Design Strategist

Design for Context

Federal and commercial engagements / **Sep 2012 - May 2015**

- Co-led research and design for MyUSPTO self-service, contact, payment, and account-management workflows.
- Translated research and operational constraints into concepts, prototypes, and delivery guidance with agency and engineering partners.

User Experience Architect

Blackboard

Education technology / **Sep 2007 - Jul 2012**

- Co-created design principles and reusable guidance, partnering with product and engineering on research and shared workflows.
- Built mentorship and recurring learning practices that connected designers across organizational groups.

INDEPENDENT PRACTICE

Independent Experience Strategy Consultant

Gumshoe Design

Concurrent independent practice / **Sep 2016 - Present**

- Independent consulting across customer, product, service, and organizational experience challenges.