

Acuity Impact



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ACUITY IMPACT LLC

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LAURA WASHINGTON-PRINCIPAL CONSULTANT

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COMPANY OVERVIEW

Acuity Impact LLC is a human-centered design and service design consultancy supporting federal, state, and local government agencies, as well as the technology firms that serve them. Founded in 2023 by Laura Washington, the firm specializes in user research, usability evaluation, accessibility integration, and service design to ensure public-facing digital systems are intuitive, compliant, and effective. Acuity Impact helps organizations reduce implementation risk and improve adoption by embedding human-centered practices within existing Agile and DevSecOps development environments.

MISSION

To ensure public-facing digital systems and services are shaped by rigorous human-centered research and design that reduces risk and strengthens adoption.

VISION

To advance government digital services that are accessible, user-centered, and trusted by the communities they serve.

CORE COMPETENCIES

- ▶ **Human-Centered Design & Research:** Qualitative and quantitative user research to inform evidence-based digital service design.
- ▶ **Service Design & Journey Mapping:** End-to-end analysis of user interactions across digital and operational touchpoints.
- ▶ **Usability Evaluation & Validation Testing:** Structured testing to confirm system usability, performance, and adoption readiness.
- ▶ **Accessibility Integration (Section 508 / WCAG):** Embedding accessibility standards within design and development workflows.
- ▶ **UX Strategy in Agile & DevSecOps:** Aligning user experience research with modern software delivery environments.

RELEVANT WORK EXPERIENCE

- ▶ Led user research for CMS's Enterprise User Authentication (EUA) platform supporting thousands of internal and external users; identified key authentication and onboarding pain points and informed improvements to portal usability, onboarding guidance, knowledge management in JIRA/Confluence, and IVR password-reset functionality.
- ▶ Led service design research on CMS headquarters conference-facility reservation processes; identified workflow inefficiencies, duplicative roles, and form usability issues, informing process improvements that streamlined scheduling operations and supported transition to Agile delivery practices.
- ▶ Led cross-platform user research across SAP Concur, SuccessFactors, and CX Sales & Service Cloud; synthesized insights across product teams to identify shared user needs, inform product strategy, and improve usability within complex enterprise software environments.

DIFFERENTIATORS

- ▶ **Federal Digital Transformation Experience:** Direct experience supporting large-scale government modernization initiatives through prime contractor environments.
- ▶ **Embedded Research Model:** Integrates user research and accessibility into existing SDLC workflows without disrupting delivery timelines.
- ▶ **Service-Level Systems Thinking:** Evaluates full user journeys across programs and services, not just digital interfaces.
- ▶ **Senior-Level Engagement:** Principal consultant involvement on all engagements ensures expertise and accountability.
- ▶ **Early Validation Approach:** Identifies usability and accessibility risks early to reduce costly rework and program risk.

VALUE PROPOSITION

- ▶ **Reduces Implementation Risk:** Applies rigorous human-centered research and usability validation to ensure systems work effectively for intended users before full deployment.
- ▶ **Strengthens Digital Adoption:** Aligns system design with real user behaviors, improving usability, accessibility, and long-term program success.
- ▶ **Integrates Seamlessly into Delivery Environments:** Embeds research, accessibility, and UX strategy within Agile and DevSecOps workflows without disrupting program timelines.
- ▶ **Public Sector-Focused Expertise:** Supports government agencies and technology integrators in delivering accessible, user-centered digital services at scale.

VENDOR INFORMATION

- ▶ **UEI:**
- ▶ **CAGE CODE:**
- ▶ **DUNS:**
- ▶ **NAICS:**
 - 541512: Computer Systems Design Services
 - 541611: Administrative Management & General Management Consulting Services

DIGITAL MARKETING

