



LIFTUPS

DIGITAL CONSULTING

UEI: HCXLB2ZXFM92 | CAGE: 13PA5
Small, Woman-Owned, Minority-Owned
Micro-Consulting Business

Capability Statement

NAICS: 541910, 541511, 541512, 611430, 541618, 541519

PSC: B506, DA01, R408, R422, R499, R702

CORE COMPETENCIES

- **Qualtrics Survey Architecture & CX/EX Analytics**
Certified expert with 10+ years leading end-to-end federal survey development, logic design, automation workflows, and dashboard reporting.
- **Front-End UX & Accessibility (Section 508, WCAG)**
Designed user interfaces and dashboards meeting Section 508/WCAG standards, including compliant builds for DoD, CMS, and VA.
- **Automated Data Integration**
Delivered Qualtrics API integrations with Power BI, ServiceNow, Slack, and REST endpoints to automate survey-to-reporting pipelines.
- **FedRAMP & Data Compliance Familiarity**
Supported survey environments within FedRAMP-governed platforms; built secure workflows aligned with federal data policies.
- **Full-Stack Design + Development**
Bridged user experience and development through HTML/CSS, JavaScript (React), WordPress, Drupal, Oracle CMS, and Adobe Suite.
- **Web & CMS Development**
Delivered accessible, ADA-compliant websites, training portals, and knowledge bases using WordPress, Duda, and Drupal. Provides accessibility remediation and front-end branding alignment for federal and enterprise platforms.

DIFFERENTIATORS

- **Solo Consultant Model** — Agile, low-overhead, rapid mobilization for teaming and subcontracting.
- **Dual Strength** — UX design and survey data automation under one federally experienced lead.
- **Proven Federal Delivery** — Past performance includes USTRANSCOM, CMS, OSHA grants, and enterprise platforms.
- **Teaming-Ready** — UEI/CAGE registered, WOSB/Minority-owned, subcontractor-eligible.
- **MS & Web Design Agility** — Supports WordPress, Drupal, and Duda platforms for microsites, training pages, and onboarding portals.

PAST PERFORMANCE

- **USTRANSCOM / Essnova**
Architected Section 508–compliant Qualtrics surveys and dashboards to support DoD-wide employee experience feedback.
- **CMS / Novitas Solutions**
Built Medicare CX/EX workflows and dashboards with Qualtrics and Power BI; ensured HIPAA and 508 compliance.
- **Nike, Inc.**
Led multilingual EX/CX surveys across 17 regions; implemented Slack bot support, WordPress dashboards, and onboarding tools.
- **Susan Harwood OSHA Training Grant**
Spearheaded training for OSHA under the Environmental Protection Agency

AVAILABILITY

- **Proposal Teaming** – Named Qualtrics SME or UX/data visualization lead
- **Subcontracting Support** – CX/UX survey builds, accessibility remediation, and dashboard deployment
- **Surge Capacity** – Short-term Qualtrics builds, Power BI dashboards, and training portal launches

CERTIFICATIONS

- Qualtrics Core Certification
- Section 508 Accessibility Expertise
- FedRAMP Workflow Familiarity
- Self-Identified Woman-Owned and Minority-Owned Business

CONTACT

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PORTFOLIOS

- **Qualtrics Survey Architecture / User Research Portfolio** - <https://LIFTUPSDigital.com>
- **UX / UI Design Portfolio** - <https://behance.net/talena>