



User Experience Design Studio

Hooper Creative LLC
Fairfax, Virginia
850-933-0707
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Licensed, registered and
insured Virginia State LLC

COMPANY OVERVIEW

Hooper Creative is a 8(a) certified design studio that helps government teams and contractors break down their complex digital tools into a user friendly, intuitive application like no others can do. Based in Fairfax, VA, we focus on clear design and smart ideas that make complex systems simpler. We work to improve websites, apps, and online services that people use every day. Our past projects in finance, health, housing, and business show that we can adapt and deliver strong results in many fields.

CORE COMPETENCIES

- ✓ **User Experience (UX) & User Interface (UI) Design**
Designing and modernizing digital platforms to streamline workflows, increase adoption, and meet Section 508 accessibility standards.
- ✓ **Human-Centered Research & Design Strategy**
Conducting user research, journey mapping, and usability testing to ensure solutions align with mission objectives and user needs.
- ✓ **Digital Product Design & Modernization**
Enhancing legacy systems and applications with modern design practices that improve usability and reduce training overhead.
- ✓ **Branding & Communication Design**
Developing clear, professional visual communications for internal and external stakeholders.

PAST PERFORMANCE

Federal Health - Led UX research and design for multiple Trustworthy AI tools, including GenAI-based copilots, LLM-enhanced interfaces, and back-office optimization applications, for federal health agencies, enabling more equitable, efficient decision-making, workflow acceleration, and improved public health mission support.

HealthPrism - Led UX research and design for a public health analytics platform leveraging one of the nation's largest drivers-of-health datasets, enabling government agencies to identify inequities, allocate resources, and improve health outcomes.

Fannie Mae Pricing Engine - Led UX design for tools supporting mortgage-backed securities (MBS) trading and analysis, enabling faster, more informed decision-making.

NAICS CODES

- 541430** - Graphic Design Services (*Primary*)
- 541490** - Other Specialized Design Services
- 541512** - Computer Systems Design Services
- 541613** - Marketing Consulting Services
- 541618** - Other Management Consulting Services
- 541519** - Other Computer Related Services

Product & Service Codes

- R701** - Support: Advertising
- R708** - Support: Public Relations
- R799** - Support: Management Services (Other)
- DA10** - IT and Telecom - Business Application / Application Development Support Services

DIFFERENTIATORS

- Proven track record supporting federal, enterprise, and mission-critical systems.
- Expertise in translating complex government workflows into intuitive digital experiences.
- Agile, responsive, and highly collaborative with small-business flexibility.
- Commitment to accessibility, compliance, and human-centered design best practices.
- Art-trained designers delivering purposeful, effective solutions.



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