

Capabilities Statement

We work towards a world where meeting the needs of residents, citizens, and administrators are at the forefront, and not an afterthought. Our philosophy has always been: think of the user first, and *then* think of the technology and design. This human-centered lens is a proven strategy to **increase inclusivity, access, effectiveness, and trust** in the delivery of crucial government services.










Core Competencies

UXReactor Inc., headquartered in the San Francisco Bay Area, California, is a globally acclaimed consulting firm established in 2015.

Our expertise spans the entire spectrum of digital experiences, encompassing creating and designing bespoke systems such as websites, web applications, mobile apps, over-the-top (OTT) platforms, and tablet experiences. We specialize in transforming legacy systems by adopting a user-first design approach.

Our services include:

-  Human-Centered Digital Transformation and Change Management
-  User Interface (UI) and User Experience (UX) Design
-  User Research and Testing
-  WCAG 2.1 Level AA Accessibility Audit and Remediation
-  Plain Language Audit and Remediation
-  UX Strategy and Roadmapping
-  UX Training

Differentiator

UXReactor's success is rooted in our commitment to process and people. We stand out as an ideal collaborator due to our:



Recognized Process

Excellence: Our distinct process playbook has garnered global recognition and was published by Wiley as "*User Experience Design: A Practical Playbook to Fuel Business Growth*".



Team Diversity:

Our team includes professionals from over 10 different fields such as fashion, engineering, architecture, industrial design, accounting, and social science, which enriches our projects with varied perspectives.



Innovative Silicon Valley

Expertise: Our extensive experience with some of the most creative digital products and experiences from Silicon Valley positions us uniquely to bring forward-thinking design and technological insights to the table.

Past Performance

Our commitment to excellence is reflected in numerous accolades, such as the **Fast Company Innovation by Design award** (2017) and the **SF Fast100 awards** (2020 -2023)



UXreactor

Here is some of the impact we've made:

Service: In-home usability testing
Project Completion: 2023
Outcome: Delivered 7x ROI by mitigating risks to product adoption



siliconANGLE

Service: Website redesign and content strategy
Project Completion: 2016
Outcome: Expanded monthly audience to over 200,000 users

Service: Multi-modal, multi-user platform design
Project Completion: 2019
Outcome: Unified over 15+ systems into a cohesive, efficient user experience

Company Data



We are a Washington State Consolidated Technology Services (CTS) Approved Selected Vendor (ASV)

Contract Number: 24-084



Schedule
Contract # 47QRAA22D00D8

Relevant codes:
NAICS: 541430
CAGE: 8SB15
DUNS: 060368955
UEI: EBLQN4M4HVN7

Awards:

