MICHELLE LANA

Lead Visual Designer, CPACC

www.mitchlana.com

703.868.2237 hello@mitchlana.com linkedin.com/in/michellelana

I am a Visual Designer with 15+ years of experience, dedicated to enhancing digital experiences through illustration and UI storytelling. As an Accessibility Champion, I focus on defining processes that integrate accessibility best practices for both web and mobile.

Work Experience

Navy Federal Credit Union, Lead Visual Designer

May 2017 - Present, Vienna, VA

- Led the complete visual overhaul of Navy Federal's homepage and branch locator page, creating cohesive UI components and visual identity that streamlined member navigation and engagement.

- Led visual branding strategy for Navy Federal's member-facing homepage that achieved Gartner's #1 ranking among financial services websites (2025).

- Established accessibility guidelines and best practices for the UX team and cross-functional teams, earning "MSO Leadership Luminary Award" for accessibility advocacy across NFCU.

- Mentored junior and rising designers on design processes, career development, and soft skills, including presentation techniques and client communication, to foster comprehensive team growth and professional advancement.

- Reduced accessibility remediation by addressing issues while in the design phase by developing an **accessibility annotation toolkit** and collaborating with developers, designers, and QA testers in an agile environment to improve our UI patterns.

- Senior advisor and accessibility liaison between design and engineering, fostering partnerships that enable seamless collaboration and promote accessibility innovation for Navy Federal's marketing website http://www.navyfederal.org.

- Increased employee awareness about the importance of digital accessibility that reached nearly **12,000+ employees** by conducting presentations **(12 to date)** about inclusive design across the organization.

- Actively contributing member of the W3C ARIA and Accessibility Guidelines Working Groups by providing visual recommendations and layouts to enhance the W3C website.

- Spearheaded the adoption of a design system for our entire UX team by collaborating with engineers to develop and present a detailed presentation and documentation, which secured leadership buy-in and enabled seamless implementation.

Presenter/Speaker: Navy Federal Speaking Engagements:

Compassionate Design (2019), Inclusive Design and Accessibility (2020 - present)
What is Accessibility? (2024), Design System Adoption (2025)

Key Skills & Specialties

Direction (Mentoring, Team Lead, Problem Solving, Presentations)
Illustration (Cartooning, Vector Art, Data Visualization, Iconography)
Product Design (Low-fi/Hi-fi)
Accessibility (WCAG 2.0 Knowledge, VoiceOver iPhone & MAC OS)
User Interface Design (Web, Mobile)
Technologies (HTML/CSS)

Tools

Adobe Creative Suite,
Figma, DevOps, JIRA, Zeplin

Certifications

CPACC Certification IAAP

ATACP (Assistive Technology) Certification

Design Thinking and Innovation
University of Virginia, Darden School of Business, June 2019

WAS Curriculum Prep 2.0 - Accessibility
Deque University, Feb 2021

Speaking Engagements

Speaker: Inclusive Design & Disability
2020 NoVA UX Meetup, McLean, VA

Volunteer Work

ADA Task Force, Navy Federal Credit Union
(ADA Initiatives/Inclusive Processes)

In-Water Surf Instructor
(Surf with the Blind) Urban Surf 4 Kids
2019 - Present, San Diego, CA

UX Design Hackathon Judge
2020/2019 Optoro, Washington, DC

Education

George Mason University
B.A. Computer Graphics, Fairfax, VA

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Work Experience

Segue Technologies, Senior Visual Designer

October 2012 - May 2017, Arlington, VA

- Increased client engagement by revamping the company's brand and online presence, and collaborating with 6 developers, 3 project managers and 2 UX team members in an agile environment to improve our organic lead generation strategy.

Booz Allen Hamilton, Senior Graphic Designer, Senior Consultant

February 2011 - October 2012, McLean, VA

- Developed CyberSecurity-related initiatives such as dashboard applications, intranet sites, and war-game exercises that leveraged Booz Allen's capabilities and solutions to help clients across the industry address the cyber landscape.

ACS Creative, Senior Graphic Designer

Jan 2008 - Feb 2011, Fairfax, VA

- Fostered strong customer relationships which contributed to above-average revenues spanning 3 years by implementing design strategies from concept to launch.

- Produced websites, brochures, illustrations for small to medium-sized companies by spearheading launch strategies and marketing plans and collaborating with client staff and developers to revamp their digital and brand presence spanning 3 years by implementing design strategies from concept to launch.