






Informed XP Background + Capabilities

2022



Background

Committed to helping companies leverage modern, human-centered approaches design thinking, lean, agile. Informed XP innovates the ordinary to craft solutions that improve both the top and bottom line.

-  Established in 2005
-  Based in Northern VA
-  Serving both public and private sectors from enterprise to startup
-  Diversity supplier - minority and women-owned
-  Ranked No. 100 on Inc 2021 list of America's fastest-growing companies

informed xp



CERTS + CONTRACTS

8(a)
WOSB
EDWOSB
SWaM
Minority-Owned
Asian-American Owned
GSA MAS
GSA 8(a) STARS III

NAICS

519130 519190 541430
541490 541511 541512
541519 541611 541613
541810 541890 541990

CAGE 7PYY8
DUNS 806757907

Solutions



Experience Design

Human-centered + mission-focused

From research to product and service design, infusing agile, UX, and HCD methods to create intuitive solutions that engage and delight.



Digital Transformation

Simplify, optimize + re-invent

Helping organizations modernize and re-imagine workflows, processes, applications, products, and services.

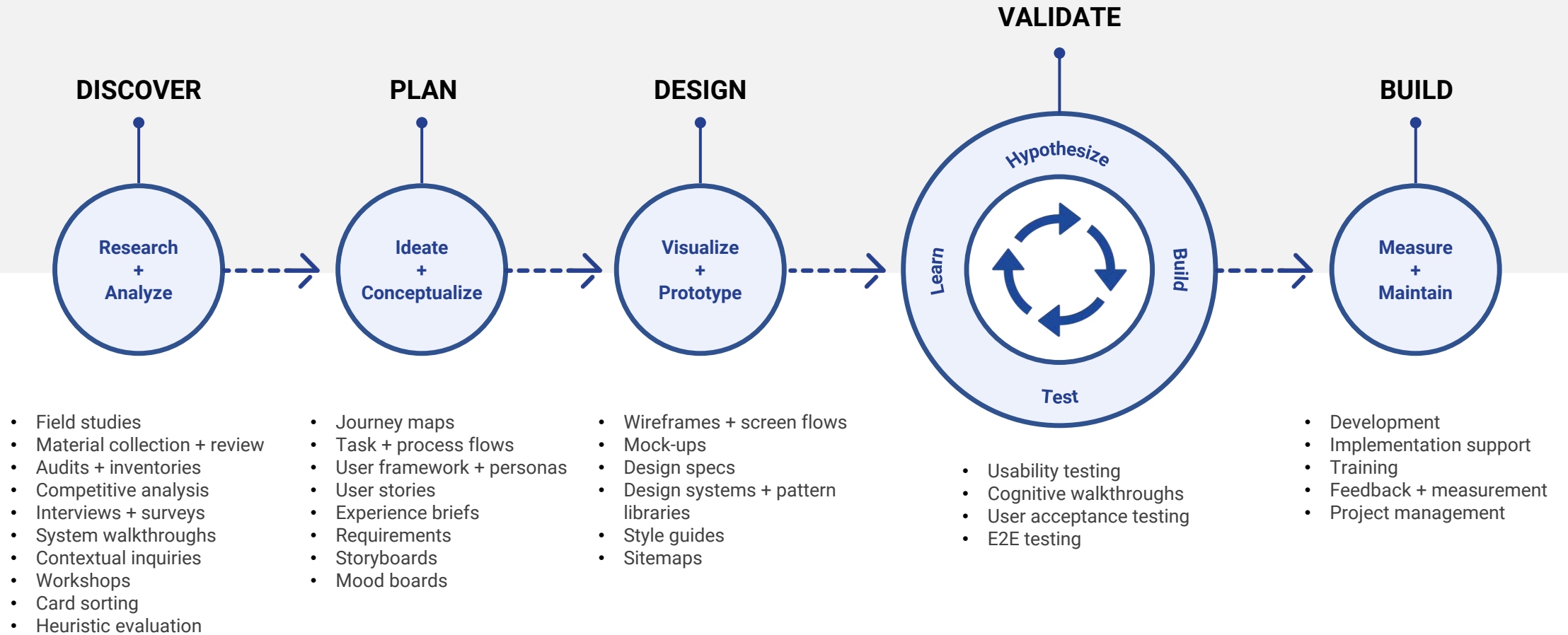


Virtual Collaboration + Facilitation

Spark thinking, insight + action

Engaging your team with facilitated synchronous and asynchronous sessions to create insight, momentum, and results.

Process



Industry Experience

From Fortune 500's to start ups, collectively we've helped many organizations across 10+ industries achieve their goals

- Automotive
- Cyber Security
- Digital Media
- Educational Services
- Financial Services
- Government
- Healthcare
- Higher Education
- Leisure & Hospitality
- Non-Profit
- Professional & Business Services
- Real Estate
- Telecom



Team

Forward-thinking, curious and collaborative, we embrace change to innovate solutions for the digital world. Artists, disrupters, facilitators, musicians, engineers, architects, master knitters... our diverse experiences bring solutions to life.



Featured Work



Modernizing a Financial Services Platform

The Multifamily division embarked on a multi-year digital transformation initiative. As the chosen design partner, IXP delivers user experience design and design ops services to ensure a cohesive, human-centered approach across the agile product development lifecycle.



Creating an Enterprise Taxonomy + Info Practices

Faced with challenges such as duplication and outdated content, the non-profit engaged IXP to improve information management. IXP created enterprise taxonomy and information practices, then tested and measured performance with real employees to create a successful implementation plan.



Transforming Service Delivery

The Alliance engaged IXP to enhance service delivery for its member base. IXP conducted user and competitive research, expert evaluations and in-person workshops to develop a strategy and roadmap that resulted in increased member acquisition, adoption and engagement.






Optimizing the Customer Journey

Cox Communications engaged IXP to improve the customer journey for a pilot launch of a new service. IXP conducted interviews, workshops competitive / comparative analysis and usability testing to create current and future journeys, while optimizing both internal workflows and the customer experience.

Thank You!

Chris Williams
Co-Founder + Principal
chris@informedxp.com
571-217-5805

 @informed_xp
 [linkedin.com/company/informedxp/](https://www.linkedin.com/company/informedxp/)
 informedxp.com

**Inc.
5000**

Ranked No. 100 nationally +
No. 4 in in the Washington, DC
Metro area on the Inc. 2021 list
of America's fastest-growing
companies

Certifications



Contract Vehicles



8(a) WOSB EDWOSB SWaM Minority Owned Business Asian-Pacific American Owned Minority Business Enterprise

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