

Madhu Thanvi, MPH, PMP, CSM, CUA

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Experience Summary	<p>User Experience (UX) and Digital Strategy leader with 25 years of driving user-centered innovation across high-impact federal health and technology programs. Proven success delivering scalable UX research strategies, designing intuitive digital products, and aligning user experience with business goals in Agile and Waterfall environments. Expert in leading cross-functional teams, standardizing UX operations, and translating complex research into actionable insights that improve usability, adoption, and satisfaction. Adept at integrating human-centered design principles throughout the full SDLC to ensure real-world impact. Skilled communicator and strategist with a strong record of stakeholder engagement, executive reporting, and operational excellence. Recognized with multiple Internal Revenue Service Commissioner and National Institutes of Health Awards for leadership and digital transformation contributions.</p> <ul style="list-style-type: none">• Successfully led UX research and digital transformation efforts for high-visibility IRS initiatives, including the Submission Processing Secure Messaging System, Customer Journey Improvement, and Taxpayer 360 projects.• Directed major projects for the Department of Veterans Affairs (VA), such as the Veterans Crisis Line and FileMan 22.2E initiatives, ensuring on-time delivery and full compliance with PMAS, ProPath, and VIP frameworks.• Provided key UX leadership for flagship federal programs including VA's MyHealtheVet (MHV), My Recovery Plan (MRP), the VA Blue Button Presidential Initiative, and Social Security Administration's (SSA) Technician Dashboard (TED).• Spearheaded the implementation of Human Factors Engineering (HFE) requirements for My Recovery Plan, enhancing digital accessibility for cognitively disabled veterans.• Designed and evolved the National Cancer Institute's Division of Cancer Prevention website over multiple iterations, applying User-Centered Design (UCD) methodologies to optimize usability and user engagement.		
Skills	<ul style="list-style-type: none">• User-Centered Design (UCD) & Human Factors Engineering (HFE) Methodologies• Conceptual Modeling, Personas, Journey Mapping, Service Blueprints• Mixed methods research• UX research strategy	<ul style="list-style-type: none">• Stakeholder Management & Consensus Building• Jobs To Be Done (JTBD)• User engagement & needs analysis• Workflow improvement	<ul style="list-style-type: none">• Agile (Scrum, Kanban) & Waterfall Methodologies• Cross-Functional Team Framework Leadership & Collaboration• Digital product strategy• Market research & Metrics analysis

Experience	Digital User Experience Analyst 2/2022 -Present Internal Revenue Service (IRS), Washington, DC <ul style="list-style-type: none"> • Advise senior leadership on digital strategy, usability policy, and user experience (UX) best practices as part of the Office of Online Services (OLS) / User Experience Services (UES) team. • Lead design and delivery of accessible, user-friendly systems, aligning UX initiatives with customer experience (CX) and business goals. • Integrate qualitative and quantitative research, including digital analytics, to refine agency-wide UX strategies and standards. • Conduct user research and evaluation studies to support digital transformation initiatives, presenting actionable insights to executive stakeholders. • Successfully launched high-impact projects, including the Submission Processing Secure Messaging System and Customer Journey Improvement efforts, reducing taxpayer effort across key journeys. • Spearheaded planning for 50+ service enhancements and helped establish pre/post-metrics for measuring taxpayer experience improvements. • Recognized with multiple IRS Commissioner and Deputy Commissioner Awards for leadership in driving Strategic Operating Plan initiatives.
	Senior Principal Usability Specialist 11/2018 – 2/2022 Peraton (Formerly Northrop Grumman), Woodlawn, MD <ul style="list-style-type: none"> • Led UX initiatives for SSA's Technician Dashboard (TED)/Universal Customer View (UCV) applications, enhancing technician workflows and customer service interactions. • Translated business requirements and user needs into wireframes, prototypes, and high-fidelity designs within operational and technical constraints. • Applied Human Factors Engineering (HFE) best practices to optimize user-centered design and ensure Section 508 accessibility compliance. • Collaborated across full SDLC, partnering with product owners, developers, and stakeholders to align UX solutions with business goals and technical frameworks. • Spearheaded the migration of TED/UCV into a development platform (Pega), providing UX and project management expertise to resolve cross-team challenges and improve digital strategy. • Designed and led nationwide user research and usability testing initiatives to drive evidence-based improvements and customer experience (CX) enhancements. • Delivered key UX artifacts including conceptual models, user journeys, wireframes, interactive prototypes, and specification documents for Agile teams.
	Associate/Lead Technologist/Project Manager 6/2017 – 11/2018 Booz Allen Hamilton, Rockville, MD <ul style="list-style-type: none"> • Directed cross-functional teams delivering the Research Administrative Management System (RAMS) for the Department of Veterans Affairs (VA), centralizing national research data and improving regulatory compliance. • Led business analysis, development, quality assurance, and documentation workstreams, ensuring on-time, contract-compliant delivery. • Collaborated with VA SMEs, subcontractors, and executive leadership to align technical solutions with business priorities and risk management strategies. • Streamlined disparate research workflows across VA sites, enhancing knowledge sharing, operational efficiency, and research oversight capabilities.
	Senior Human Factors Engineer 7/2016 – 6/2017 CSRA, Rockville, MD <ul style="list-style-type: none"> • Led UX research and usability initiatives for the VA's enterprise Health Management Platform (eHMP), a cornerstone of the VistA Evolution modernization effort. • Conducted formative and summative usability testing, heuristic evaluations, and cognitive task analyses to drive user-centered improvements.

	<ul style="list-style-type: none"> Defined usability objectives and environments for critical electronic health record search functionalities, supporting clinical workflows. Provided UX design and research support for the NIOSH World Trade Center Health Program, enhancing usability of public health information systems. Translated research findings into actionable design recommendations that advanced enterprise-level usability and accessibility standards. <p>Project Manager, User Experience Specialist 11/2012 – 7/2016 Hewlett Packard Enterprise Services, Herndon, VA</p> <ul style="list-style-type: none"> Managed cross-functional teams to deliver complex health IT solutions for the Department of Veterans Affairs (VA), overseeing all phases of the software development lifecycle (SDLC). Led the VistA FileMan 22.2E Testing and Remediation project, producing a nationally released Class 1 software product with an excellent CPARS rating. Directed the Veterans Crisis Line (VCL) enhancement project, ensuring secure, reliable delivery of mental health services through modernized applications and infrastructure. Spearheaded UX design initiatives for VA mobile applications, including My VA Health and My Journal, applying Human Factors Engineering (HFE) best practices to drive user adoption and satisfaction. Conducted usability testing, heuristic evaluations, and user research, translating findings into functional requirements, user personas, wireframes, and journey maps. Applied Section 508 accessibility standards to ensure compliance and usability across mobile and web platforms. Managed stakeholder communications, risk mitigation, and executive reporting, ensuring alignment with VA leadership and Agile project goals.
Additional Experience	<p>Web Project Manager, UX Specialist 2/2012 – 10/2012 IQ Solutions, Rockville, MD</p> <p>UX Visual Designer Lead/ Consultant 6/2009 – 2/2012 AAT Consultants, LLC, Rockville, MD</p> <p>Web Management Consultant 12/2006 – 6/2009 AAT Consultants, LLC, Rockville, MD</p> <p>Usability Specialist/Web Analyst 10/2001 – 12/2006 Constella Group, Inc., Bethesda, MD</p> <p>Health Communications Intern and Technology Transfer Fellow 1/2000 – 10/2001 NIH/NCI/OCE/CTB, Bethesda, MD</p> <p>Health Information Specialist 1998 – 1999 IQ Solutions, Rockville, MD</p> <p>Health Information Specialist 1997 – 1998 R.O.W Sciences, Inc., Rockville, MD</p> <p>Program Assistant 1996 – 1997 S.O.C. Enterprises, Arlington, VA</p>

Awards	Commissioner Recognition - Taxpayer 360 Project Internal Revenue Service (IRS)	12/2024
	Commissioner & Deputy Commissioner Awards, Commissioner Award – Customer Journey Improvement Internal Revenue Service (IRS)	7/2024
	Commissioner & Deputy Commissioner Awards, Commissioner Award – Submission Processing Secure Messaging Team Internal Revenue Service (IRS)	7/2024
	Director's Excellence Award Internal Revenue Service (IRS), Office of Online Services (OLS)	10/2023
	NIH Plain Language Award U.S. Department of Health and Human Services, Public Health Service, National Institutes of Health	2001
Publications	Research-Based Usability Guidelines Links: (http://www.scribd.com/doc/3700901/Communication-Technologies-Research Based-Web Design Usability-Guidelines); name listed as Madhu Joshi in Contributors section. Updated version at: http://www.usability.gov/pdfs/guidelines.html Original Version: http://www.si.mahidol.ac.th/simi/hci/Usability_guidelines.pdf	
Certifications	Certified Scrum Master (CSM) Scrum Alliance	2018
	Project Management Professional (PMP) Project Management Institute	2018
	Certified Usability Analyst (CUA) Human Factors International	2010
	Project Management Certification Course George Washington University	2001
Education	George Washington University. Washington, DC Master of Public Health	2020
	University of Maryland College Park. College Park, MD Bachelor of Arts, Psychology	1996