

Athen Pellicci, Senior Product Designer

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What I'm about

I build design practices that drive measurable business outcomes.

At OPEXUS, I founded and scaled product design through a Thoma Bravo-backed merger with Casepoint, integrating two product suites that over 70 government agencies rely on daily. I created our first design system, introduced Pendo analytics to quantify feature value, and shipped dozens of successful redesigns. Before that, I led product design for a \$110B GovTech platform.

At its core, product design is problem solving through systems thinking. The bigger the problem, the more complex the system, the more rewarding it is to solve. I'm obsessed with using data to refine a hypothesis before building elegant, tasteful solutions that are user friendly, purpose built for the task at hand, and rooted in empathy.

I'm looking for high-agency roles in product organizations that need help solving the right problems, scaling fast, and proving value to the board.

What I'm good at

Design: Design Systems • Product Design • UX Strategy • Pendo Product Analytics • User Research • Prototyping • Usability Testing • Figma • Sketch • Lovable/Framer

Technical: HTML • CSS • JavaScript • React • Vue • Angular • Python (Data Analysis)

Specializations: 508/WCAG Accessibility • Agile/SAFe • Cross-Functional Leadership

My experience

Lead Product Designer at OPEXUS/Casepoint in Washington, DC from Oct 2022 to Nov 2025

- Founded and scaled OPEXUS's UX practice from scratch, establishing design as a strategic function with direct C-suite reporting. My research on FOIA workflow

bottlenecks influenced Thoma Bravo's acquisition strategy and was presented to the U.S. Senate Judiciary Committee.

- Built the OPEXUS Design System in Figma, creating unified, 508/WCAG-compliant standards across 10+ products that increased design-to-dev efficiency by 40% and served 8,000+ users across 70+ government agencies.
- Owned Pendo product analytics across 5 products, establishing the company's first feature-to-revenue attribution system. Set north star metrics, conducted retrospectives, and reported to the board biweekly -- giving design quantifiable business impact.
- Led post-acquisition integration, managing offshore design teams and preventing \$10M in ARR churn through strategic workflow redesigns and an in-person usability testing program with at-risk enterprise customers.
- Redesigned hundreds of critical workflows through user research and usability testing, reducing user error rates by 30% and improving task completion speed by 50%.
- Championed cross-functional design practices, presenting at industry conferences and leading design reviews with Product, Engineering, Sales, and Marketing -- elevating design from execution to strategic planning.

Lead User Experience Designer at Armedia in Washington, DC from Mar 2021 to Oct 2022

- Served as sole product designer for MEMS NextGen, a \$110B USDA platform managing 500+ annual program reviews across food assistance programs nationwide. Improved system usability by 35% and reduced task completion time by 25% through systematic workflow redesigns validated with government users.
- Led weekly user research sessions with USDA FNS regional office personnel, identifying pain points in the legacy ME Tool system and translating findings into features that modernized review management, tracking, and compliance workflows.

Product Designer at PoolCalculator in Boise, ID from Jan 2020 to Mar 2021

- Identified through data analysis that professional pool service users had 10x higher willingness to pay than home owners. Redesigned the business model from per-pool pricing to a tiered subscription that increased conversion by 18% and retention by 20% while keeping core features free for casual users.

UX Researcher at Boise State HCI Lab in Boise, ID from Sep 2017 to Mar 2020

UX Intern at Forsta in Boise, ID from Sep 2018 to Dec 2019

My education

B.S. in Computer Science, Minor in Physics, French Certification from Boise State University

Product Discovery Certification from Pendo

My work

Contact me to see additional NDA-restricted projects.

This works as a specific view of the requests page for power users, but I think that this tabular design comes across as unconfident. All information is given the same weight, when we know that there are specific elements of a case that matter more than others

You should be able to create a new request from this page

You should be able to reassign a request from this page by clicking on the name in the Assignee... column. Furthermore, users should be OBJECTS in the system, clickable, hoverable, dynamic — in the shape of a chip or a coin. Think of how users work in Teams

We've validated the utility of saving searches — creating reusable views of specific subsets of the requests in the system that update dynamically when new requests meet that criteria. These searches should be expressed as tiles and share the screen with the broader request list.

Reminders of request-level actions could be a powerful workflow accelerator on this page, keeping things moving.

Intake & Triage (9)

- Waste Management Contract Records** - Request for contracts, amendments, and correspondence related to municipal waste management services for fiscal year 2023-2024, including vendor communications... **Received** Requester Name: Marcus Hayes, Received Date: 09/20/2023, Days Remaining: 20 days left
- Travel Expenses of Senior Leadership** - Request for records of travel authorizations, expense reports, and reimbursements for senior leadership between January 2023 and March 2024. **Received** Requester Name: Marcus Hayes, Received Date: 09/20/2023, Days Remaining: 20 days left
- Environmental Impact Assessments for Pipeline Project** - Request for environmental impact statements, agency evaluations, and related correspondence regarding the Blue Plains pipeline expansion since 2021. **Received** Requester Name: Marcus Hayes, Received Date: 09/20/2023, Days Remaining: 20 days left
- Personal Employment Records Request** - Request for personnel files, employment records, and performance evaluations for Patricia Wilson, employee ID 83577, from 2020-2023. **Received** Requester Name: Marcus Hayes, Received Date: 09/20/2023, Days Remaining: 20 days left

FOIAxpress - Review Log, Change History

You're all set! Feel free to start poking around

Change History

- Page 5: Jordan Costas added a redaction box (Redaction code B06)
- Page 4: Jordan Costas added a stamp "Stamp 1"
- Page 6: Jordan Costas commented "Allen Morales does this look right to..."
- Page 5.3: Jordan Costas added 3 review flags "Reviewed", "Reviewed"
- Page 3.3: Jordan Costas added 12 redaction boxes (Redactions codes B012, B023, B045, B06...)
- All pages: Jordan Costas created a review layer "Layer 1"
- All pages: Jordan Costas added a document Folder 1 -> FOIA Litigation Strategy and...

S29ATL0084 | Financial Records - Requested Today at 10:34 AM, Progress: 0/3 Documents

Hello, Lia Castro!

We need to verify the accuracy and completeness of your financial reporting. These documents will help us assess your financial performance, identify any discrepancies, and ensure compliance with relevant accounting regulations.

- General Ledger**: Please provide a complete record of all financial transactions, categorized by account, for the audit period. This should include details for all income, expenses, and other financial activities.
- Balance Sheets**: Provide copies showing your organization's assets, liabilities, and equity at the end of the audit period. This will give us a clear picture of what your organization owns and owes.
- Invoices and Receipts**: Provide copies of invoices for sales or services and receipts for purchases or expenses. We're particularly interested in any major transactions during the audit period.

You've submitted 1 file. What happens next?

- We'll review your files within the next few days.
- If we need anything else, we'll notify you.
- If everything looks good, we'll complete this request.

Hang onto your case number until this request is completed: S29ATL0084

Search Released Records - Your request may already be answered.

Dashboard - Public Sector Agency

What information are you looking for?

- Hot Topics: 250 Docs
- Agency Budget and Financial Information: 150 Docs
- Legal and Regulatory Information: 75 Docs
- Tax Records: 75 Docs
- Client Agreements: 250 Docs
- Medical Records: 75 Docs
- Case Studies: 350 Docs
- Policy and Directives: 250 Docs
- Personnel Records: 150 Docs
- Compliance: 75 Docs

Most Accessed Documents

- Object Tracking Report - Northern Corridor (2023-IR-31): 1,876 Views
- Field Report - Coastal Lights Incident: 1,876 Views
- Project Brief - UAP Study Initiative: 1,876 Views
- Fiscal Year 2022 - Annual Report: 1,876 Views

Processing Time

- 16 working days for simple requests
- 63 working days for complex requests
- 2 working days for expedite requests

Current Request Volume

Learn about FOIA | **Submit Request**

Are any of these what you're looking for?

We found some already-released documents that seem to fit your request description.

You wrote

Nam accipiam libero vici arcu fermentum, et condimentum quam placerat. Sed et massa ac dui ultrices vestibulum. Quisque imperdiet velit a turpis vehicula, ac dapibus odio feugiat. Etiam scelerisque.

Related documents

- VA Wait Times (2024 Report) - 2023
- Fiscal Year 2023 - Annual Report (Annual FOIA Reports) - 2023
- Fiscal Year 2023 - Requests Received in October (FOIA Logs) - 2023
- Fiscal Year 2023 - Requests Received in July (FOIA Logs) - 2023
- Fiscal Year 2022 - Annual Report (Annual FOIA Reports) - 2022
- Fiscal Year 2022 - Quarter 4 Report (Quarterly Reporting) - 2022
- Fiscal Year 2022 - Requests Received in May (FOIA Logs) - 2022
- Fiscal Year 2021 - Annual Report (Annual FOIA Reports) - 2021

VA Department of Veterans Affairs

March 11, 2025

Page: 1 of 1

Request ID: S29ATL0084

Dear Mr. McKinley:

This letter is the seventh, final iteration in response to your May 27, 2023, request under the Freedom of Information Act (FOIA), 5 U.S.C. § 552, submitted to the Department of Veterans Affairs (VA) National Health Administration (NHA) Central Office (CO) Office, regarding the following records:

- "Records reflecting aggregate rates and percentages for pending and completed employment applications and related data, as requested, accessed in quarterly reports, and as part of a monthly dashboard, for the period of January 1, 2021, to the present, for the fiscal year 2021-2022, and for the period of January 1, 2022, to the present, for the fiscal year 2022-2023, and for the period of January 1, 2023, to the present, for the fiscal year 2023-2024, including the agency's method for calculating year-over-year, discussion of the difference between "year-over-year" versus "calendar year" data, and

Options: [I want what I'm looking for](#) | [Discard Request](#) | [Continue with my request](#)

The FOIA Process

- Request Intake**: Confirm details, assign to a specialist.
- Review Records**: Redact sensitive information, prepare delivery.
- User Frequency**: March, April, May, June, July, August.
- Find Records**: Identify potentially responsive documents.
- Release Records**: Approve redactions and deliver information.

FOIAxpress

The FOIAxpress Difference

Processing Time	Processing Time	Requests Processed	Processing Cost	Litigation Cost	
Simple	Complex	Per Employee	Per Request	Per Request	
High 17.5% more	48% Better 8 days FX Customers	23% Better 48 days FX Customers	28% Better 205 requests FX Customers	32% Better \$854 USD FX Customers	66% Better \$65 USD FX Customers
Med 16.2% more	15 days Outside FX	43 days Outside FX	163 requests Outside FX	\$1,2540.00 Outside FX	\$189 USD Outside FX
Low 33.6% less					