Pedro J. Urquilla
DIGITAL STRATEGIST & ENTREPRENEUR

pjux.io | (302) TAP-PJUX

Business owner specializing in digital strategy, UX/UI, and front-end development, with expertise in human-centered design, user research, and content management. Tech expert with 20+ years of agency and freelance experience managing websites for commercial, government, and non-profit clients.

Skills: HTML, CSS, Sitecore XM Cloud, Sitecore Content Hub, WordPress 6, Drupal 10/11, SharePoint 365, Shopify, Adobe Photoshop, Adobe Illustrator, Figma, Canva, Google Analytics, GitHub, Heroku, Jira, Confluence, Microsoft Power Platform, SEO, accessibility/usability testing, Section 508 compliance, AI prompt engineering, project management, Agile methods including Scrum.

EXPERIENCE

Founder & CEO, PJUX.io, LLC
Hyattsville, MD   2018 – Present

- Established a digital agency specializing in UX design and web development to provide custom websites, learning management solutions, community portals, and interactive digital experiences for visionary leaders.
- Developed a human-centered design methodology to create custom WordPress themes with a drag-and-drop page builder on our managed hosting platform.
- Closed over $600K in sales with an average profit margin of over 30% (EBITDA).
- Designed responsive websites to enhance brand experiences and support clients' digital strategies.
- Manage content using various CMS platforms including: WordPress, Drupal, Sitecore XM, and Contentful.
- Clients include The Chisholm Legacy Project, Heart to Hand Inc., DC Coalition Against Domestic Violence, Marcus J. Moore, Russ Finkelstein, DC Murals, and GMP LLP.

Content Strategy Manager, ICF Next
Reston, VA   2023 – 2025

- Led a team of 6 full-time staff across a portfolio of accounts including U.S. Department of Energy (DOE), U.S. Department of Health and Human Services (HHS), and Exelon Corporation.
- Managed digital workflows to create, publish, and promote web, email, and social content for energy and health sector clients.
- Oversaw Drupal and SharePoint content management and site analytics reporting for multiple federal agencies.
- Ensured timely publication of updates on multiple .gov outlets, including quality assurance and usability testing for Section 508 compliance and WCAG accessibility.
- Managed 5 projects using Agile and Scrum to deliver quality solutions, enhance collaboration, and improve customer experience.
- Implemented Jira, Microsoft Power Platform, and ServiceNow to improve workflows and issue resolution rates.
- Designed high-fidelity wireframes for microsites, new page templates, and conceptual prototypes using Figma.
- Built front-end prototypes with Bootstrap 5 and the U.S. Web Design System (USWDS) to demonstrate concepts to stakeholders and product owners.
- Developed Python and Node.js tools using generative AI to automate testing, web scraping, content audits, and data transformation.
- Contributed to several company-wide workshops, trainings, and new business proposals as a subject-matter expert in digital strategy and web content management.

Web Development Contractor, Paltech
Suitland, MD   2017 – 2018

- Supported the launch of the new Drupal site for Bureau of Economic Analysis (BEA.gov).
- Led quality control testing to validate functionality, content migration, browser compatibility, and accessibility.
- Loaded over 200 new content items (including multimedia) using Drupal interface to ensure comprehensive migration of content during final pre-launch testing phase.
- In 2019, BEA.gov was recognized as one of the most improved U.S. government websites by Verint.

Creative Technology Director, RP3

Bethesda, MD   2016 – 2017

- Managed team of 6 developers and creative technologists at an advertising agency.
- Developed concepts for campaigns, digital activations, and interactive experiences.
- Directed UX activities including research, personas, journey mapping, wireframes, and information architecture.

Senior User Experience Consultant, Aquilent

Laurel, MD   2014 – 2016

- Led BEA.gov modernization on a multi-year contract, overhauling the Bureau of Economic Analysis's digital communications.
- Collaborated with the CIO and Communications Director to plan and prioritize the Drupal 8 implementation scope and timeline.
- Designed the site's new information architecture wireframes, incorporating feedback and input from subject-matter experts and stakeholders in the economics statistics community.
- Documented business requirements and user stories to support implementation.
- Developed front-end prototype in Bootstrap to support user research and testing.
- Grew account revenue by 120% in the second year through organic growth as a trusted advisor.

Digital Product Manager, Stratacomm

Laurel, MD   2011 – 2014

- Managed digital channels for transportation and energy sector clients at an award-winning PR agency.
- Implemented solutions for websites, constituent engagement platforms, analytics, and social media.
- Ensured timely and accurate publication of client press releases, blog posts, social media, and video content.
- Contributed to over $700K in new business through proposals, pitches, and industry networking.

Digital Analytics Strategist, GMMB

Washington, DC   2010 – 2011

- Created digital analytics reporting tools at a political communications agency.
- Advised clients and leadership on digital trends for influencer outreach and voter activation.
- Developed analytics reports for website metrics, social media engagement, and email marketing performance.

Digital Strategist, agencyQ

Washington, DC   2008 – 2010

- Led web development strategy at an Inc. 5000 digital agency, translating project goals into strategic plans and business requirements.
- Coordinated with design and development teams to deliver websites using WordPress, Sitecore, and Sitefinity.

Project Manager & Network Engineer, agencyQ

Washington, DC   2005 – 2008

- Provided on-premises support for the Association of State and Territorial Health Officials, including 30+ Dell workstations, 5 Microsoft servers, and network infrastructure.
- Responsible for planning, budgeting, resource assignment, and status reporting.

IT Support Agent, Self-Employed

Washington, DC   2001 – 2005

- Provided on-call desktop, server, and network support to community-based non-profits organizations.
- Clients included LISTEN, Inc., CentroNía, and The Women's Collective.

EDUCATION

- BA, Sociology – Haverford College (2000)
- MS, Information Technology – University of Maryland Global Campus (2027, expected)