Design Lady LLC

CAPABILITY STATEMENT

Future-Proof Design. Universal Reach.

- SBA WOSB certified
- NYC M/WBE certified
- IAAP CPACC
- Bronx, NY · serving agencies nationwide

Company overview

Design Lady LLC is an M/WBE-certified accessibility and experience design firm that brings government and mission-driven communications into Section 508 and WCAG compliance without sacrificing visual craft.

One team audits, remediates and designs, then hands your developers build-ready specs, so accessibility is settled before code ships.

Core competencies

- **Accessibility auditing:** Section 508 and WCAG 2.1 and 2.2 AA evaluation with Axe, WAVE, NVDA and JAWS, with prioritized findings and remediation plans.
- **Remediation:** accessible PDFs and documents fixed in their source files, plus code-level fix guidance for websites and web apps.
- **Inclusive experience design:** user research, journey mapping, UX and visual design, including in-house illustration, for first-time, high-anxiety and expert users.
- **Developer handoff:** annotated, build-ready specs and acceptance criteria so engineering teams ship it accessible the first time.
- **Plain-language communication:** clear, accessible design for public-facing materials and documents.
- **Training:** accessibility workshops that move testing into design and build workflows.

Differentiators

- **Accessibility built in, not bolted on:** raised live-property WCAG compliance from 76% to 94% and cut remediation cost 65% by moving testing into design and development.
- **The Ansanm™ Framework:** named for the Kwéyòl word for “together,” our method tests every fix against eight bands, so trade-offs surface before launch. The person: sensory, physical, cognitive, emotional. Their world: contextual, social, technology, purpose.
- **Compliance plus craft:** a published author-illustrator and Adobe Community Expert, so Section 508 conformant work still earns attention.

Company data

UEI	FCK6EZKJZTP6
CAGE CODE	22PU7
NAICS	541519 Other Computer Related Services 541430 Graphic Design Services
PSC	R425 Engineering and Technical Support R499 Other Professional Services
CERTIFICATIONS	SBA Women-Owned Small Business (WOSB) · NYC M/WBE · IAAP CPACC
CONTRACTING	Eligible for NYC noncompetitive small purchase awards up to $500K

Principal experience

15+ years directing experience design for regulated, high-stakes platforms inside global healthcare and pharma agency networks, including a high-traffic public health platform. Founder Jerlyn O’Donnell leads every engagement directly.

Contact

Jerlyn O’Donnell, Founder and Principal
jerlyn@designlady.com
+1 (585) 414-2924
Web version:
designlady.com/agencies