

Human-centered design and AI implementation for federal missions.

Technology only creates capability when the people using it can actually use it. I design federal systems around the operators, analysts and staff who work in them, and say honestly where AI belongs in a mission workflow and where it does not.

UEI

CAGE

PRIMARY NAICS

SBIR

SIZE

WRPJBPKU1N7

21XW3

541512

Eligible

Small business. Woman-owned, SBA certification in progress.

CORE COMPETENCIES	Human-centered design and UX NAICS 541512 · 541990 Operator research, task and workflow analysis, interaction design, usability testing, and Section 508 and WCAG assessment and remediation.		AI implementation and human-AI interaction NAICS 541511 · 541512 AI readiness and use-case assessment, human-AI interface design, workflow redesign around AI-assisted tasks, and documenting where AI is not appropriate.		Technology assessment NAICS 541611 · 541990 Independent evaluation of platforms before acquisition, tool rationalization, requirements definition, and trade studies for program leadership.	
	Prototyping and development NAICS 541511 · 541512 Rapid prototyping, custom internal tools, API integration between existing systems, and front-end modernization.		Digital modernization support NAICS 541512 · 541611 Legacy replacement planning, information architecture, phased migration design, and adoption support.			
DIFFERENTIATORS	01	Accessibility is built in, not bolted on at test. Section 508 conformance is not optional for federal systems, and non-conformance surfaces late, expensively, and often after fielding.				
	02	I will tell you where AI does not belong. Most vendors are paid to increase AI adoption. I have no product to sell and no adoption target to hit.				
	03	Design and delivery in the same person. Research, design, prototyping and build are not handed across three subcontractors.				
	04	Fifteen minutes from Hill AFB. On-site availability without travel cost or per-diem for Utah-based programs.				
TEAMING	PRIME	On small business and WOSB set-aside awards within my NAICS codes.				
	SUB	To primes with small business subcontracting plans to meet. Straightforward to add for design, accessibility, or AI-adoption capability.				
	VEHICLES	Open to teaming. Available for BPA calls and task orders under partners' existing vehicles.				
EXPERIENCE	FEDERAL	A newly formed firm. My relevant experience comes from a prior career leading research, design and delivery of software used daily by non-technical operators. Capability demonstrations and commercial references available on request.				
	PRIOR	Twelve years of enterprise product design and UX before this, on a BA in visual communication design. BambooHR, Kantata, ArbiterSports. One spreadsheet process cut from four hours to fifteen minutes, as the designer inside the company rather than a consultant brought in to advise.				
REGISTRATION	NAICS	541512 computer systems design (primary) · 541511 custom programming · 541611 management consulting · 541990 other technical services			ESTABLISHED	2026. Sole practitioner.
					LOCATION	Layton, UT, fifteen minutes from Hill AFB. Remote-ready, CONUS-wide.
	LEGAL NAME	PEARSON STRATEGIC GROUP LLC			CREDENTIALS	BA, Visual Communication Design, Eastern Washington University. AI and the Human Element, Weber State University.
	SAM.GOV	Active through Aug 2027 · sam.gov/entities/view/WRPJBPKU1N7				