

Design for consequential systems — public services people have to understand, and mission systems operators have to trust. Senior UX research, service design, AI workflow design, and implementation-ready prototyping.

Entity information

LEGAL ENTITY Feedback Loupe LLC	PRIMARY NAICS 541512 — Computer Systems Design Services
UNIQUE ENTITY ID TYDSEW7F72D1	ENGAGEMENT MODEL Prime teaming / subcontracting; typically sub or labor category on a prime task order.
CAGE/NCAGE 21GT3	SECURITY CLEARANCE No active clearance; clean record; CUI-aware. Principal prior federal: NHTSA (UICGS/Bowhead), NIH-adjacent (Palladian). No LLC past performance.
LOCATION Virginia	
PSC FOCUS DA01 (UX/HCD), DD01 (service delivery)	

Core capabilities

Product strategy @ discovery Ambiguous requirements to focused direction.	UX research @ synthesis Interviews, decision points, requirements.
Service design Journeys, blueprints, intake flows.	AI workflow design Human-in-the-loop agents and review queues.
Rapid prototyping Validate direction before full build.	Implementation-ready UX Specs, design systems, engineering handoff.
Section 508-aware design Accessible interfaces for regulated public-facing systems.	

Two focus areas

LANE A — HEALTH & PUBLIC SERVICES Comprehension is the stake. Complex health, policy, and benefits information into digital services people can understand, trust, and act on. Proof-backed (principal): NHTSA via UICGS/Bowhead, NIH-adjacent (Palladian), Amtrak — not entity past performance.	LANE B — MISSION, CYBER & FEDERAL IT Trust under load is the stake. Operational and AI-assisted systems usable and trustworthy enough that operators actually rely on them. Principal environments: defense-IT (UICGS/Bowhead), national-security venture studio; unclassified/CUI under cleared primes.
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Representative work

Representative work: engagements by Chris Mullins as employee/subcontractor of other firms before founding Feedback Loupe — evidence of principal capability. Client/employer names available on request.		
NHTSA 2015–2017 VIA UICGS/BOWHEAD Federal consumer safety web Section 508, Drupal, regulated comms.	AMTRAK 2017–2019 National booking redesign 30M+ travelers; AEM + design system.	NAT.-SECURITY VENTURE STUDIO 2024–2026 Product-market fit search Agentic civic AI; governed agents.

Codes

PSC: DA01 (application development, UX, human-centered design) DD01 (IT service delivery and program / project support) NAICS: 541512 (primary), 541511, 541519, 541618, 541990, 541611, 541690

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Feedback Loupe LLC — new entity; teaming based on principal capability.