

DYLAN CLIFTON

SOLUTIONS ARCHITECT & STRATEGY

Email: dylan@dylanclifton.com **Phone:** 571.970.8513 **Location:** Fredericksburg, VA **LinkedIn:** linkedin.com/in/dylan-clifton-cf-apmp-46b41329

TS/SCI CLEARED

CF APMP CERTIFIED

SUMMARY

Solution Design and Strategy Leader with 10+ years architecting visual and strategic narratives for the nation's highest-stakes defense and intelligence proposals, directly supporting over \$5B in federal contract awards. Expert at translating complex technical capabilities into compelling, customer-centered solutions for federal clients across billion-dollar IC contracts and FEDSIM bids. Proven ability to align engineering, business development, and executive stakeholders around a unified solution vision. TS/SCI cleared with a track record of winning.

CORE COMPETENCIES

SOLUTION ARCHITECTURE & DESIGN

Translating engineering specs and technical capabilities into structured, customer-centered solution frameworks for federal acquisition.

FEDERAL CUSTOMER STRATEGY

Deep understanding of federal procurement, evaluation criteria, and how government customers evaluate and adopt new capabilities.

STRATEGIC VISUAL COMMUNICATION

Executive-level presentations, technical diagrams, and concept visualizations that move decision makers and accelerate buy-in.

CROSS-FUNCTIONAL LEADERSHIP

Bridging engineering, BD, and mission teams to align diverse stakeholders around a coherent solution narrative under deadline pressure.

EXPERIENCE

Senior Solution Designer

2025 - Present

Booz Allen Hamilton

- Leads solution design strategy for the firm's highest-priority federal proposals, bridging technical concepts and executive narratives into cohesive, winning submissions.
- **Performed as Solution Architect** on a high-value proposal, embedded with a senior technical team to orchestrate their approach into a structured, compelling solution. Guided the architecture of technical introduction and approach slides, transforming fragmented engineering content into a unified, evaluator-ready narrative that communicated both depth and impact.
- Collaborates directly with Senior Leadership, SMEs, and capture teams to develop win themes, solution frameworks, and graphic strategies that differentiate proposals in competitive evaluations.

Lead Capture & BD Designer

2024 - 2025

Arcfield

- Lead designer for classified proposal efforts and capture initiatives in the defense and intelligence space, including end-to-end branding and design systems supporting competitive positioning.
- **Partnered with Senior Leadership** to design Arcfield's unique processes and frameworks during capture phases, developing the visual and structural language that would anchor future proposal efforts before RFP release.
- **Mentored and managed a Lead Designer** in solution design methodology, building internal capability in translating complex technical concepts into evaluator-ready visual narratives.

Lead Proposal Graphics Designer & Web Developer

2016 - 2024

Booz Allen Hamilton

- **Graphic solutioning lead** for Booz Allen's most critical Intelligence Community and FEDSIM proposals, directly supporting contract awards exceeding \$5B from 2023 to present.
- Served dual roles across the **Intel market and Growth team** simultaneously, providing solution design and graphic solutioning support across both business units and managing as many as **9 active proposals at a time** under competing deadlines.
- Front-end developer and designer for **Intel.gov, ODNI.gov, and IARPA intranet** platforms, building and styling classified web environments from the ground up. Recipient of the ICy Award for Website Excellence.
- Trained and mentored junior designers in a classified environment; established design standards and production workflows adopted firm-wide.

Principal Consultant

2013 - Present

Clifton Solutions, LLC

- Independent marketing, design, and strategy consultant serving Fortune 500 and Fortune 5000 companies operating within the government contracting ecosystem.
- Delivers proposal graphics, brand identity, digital strategy, and executive presentation support for clients across defense, intelligence, and civilian agency markets.

Branding & Communications Designer

2014 - 2016

VMD Systems

- Led corporate business development design, including company-wide proposal graphics, brand identity, print production, and marketing collateral.
- **Designed, developed, and managed VMD's entire corporate website**, owning the full lifecycle from architecture and design through development and ongoing maintenance.

TOOLS & TECHNOLOGY

DESIGN & VISUALIZATION

Adobe Creative Suite, Illustrator, Photoshop, After Effects, 3D Visualization, Design Systems, Brand Management, Solution Design, Tech Approach Graphic Solutioning, Technical Environment Design

DEVELOPMENT

HTML5, CSS, JavaScript, PHP, WordPress, Drupal, Custom Plugin Development, In-house Tool Development, AI-Assisted Application Development, AI-Powered Document Intelligence

BUSINESS & STRATEGY

Proposal Strategy, Business Development, PowerPoint, Google Analytics, SEO, E-commerce, Product Development, Landing Pages, Community Management, Generative AI Workflows, AI Product Development