

Executive Order 14338

Improving Our Nation Through Better Design

August 21, 2025

Overview

On August 21, 2025, the White House released [Executive Order 14338](#): Improving Our Nation Through Better Design. It establishes the “America by Design” Initiative to make improvements to the digital services for citizens. It will use the National Design Studio and Chief Design Officers to enhance the aesthetics, efficiency, and quality of our citizen facing services by our High Impact Service Providers.

The Federal government is currently struggling with outdated systems that result in frustrating user experiences for citizens. To confront this challenge, the Administration has launched *America by Design*, a national initiative to modernize how the public interacts with Government. Central to this effort are a new National Design Studio and Chief Design Officer, who will recruit top talent, reduce duplicative costs, and establish standardized, trusted digital frameworks. The initiative aims to ensure that Government services are efficient, functional, intuitive, aesthetically pleasing, and reflective of the nation’s leadership in design and innovation. The Executive Order will be paving the way for the future of digital services in the current administration.

Implementing America by Design

The new national initiative, *America by Design*, gives specific requirements to agencies to make improvements to digital services. To accomplish this, a newly established Executive Office of the President the National Design Studio (NDS), and within it, the recently created position called the Chief Design Officer. The leaders of federal agencies shall consult with the Chief Design Officer to implement America by Design initiative; the requirements are as follows:

- Heads of agencies shall prioritize improving public-facing websites that have large impacts on everyday Americans lives.
- The Administrator of General Services, in consultation with the Chief Design Officer, shall update the United States Web Design System to align with the policies outlined in this order.
- Agency heads shall work with the Chief Design Officer to ensure full Government-wide compliance with the 21st Century Integrated Digital Experience Act.
- The Chief Design Officer shall engage with thought leaders and research and design firms to guide the implementation of *America by Design* initiative. To harness the talents of the nation’s top designers, the Chief Design Officer will lead recruitment efforts, drawing from the private sector and other sources of expertise. Agency heads should use all available hiring authorities to support and facilitate this effort.
- The Chief Design Officer shall, as appropriate, consult with the Director of the Office of Management and Budget in fulfilling the responsibilities of this order.

What Does This Mean for Government?

Federal agencies will face new mandates to:

- Agencies are expected to incorporate design principles into policy, program, and service development, ensuring initiatives are user-centered, visually clear, and functionally effective.
- The EO encourages agencies to establish design leadership and processes.
- Agencies must measure and report on the impact of design improvements, ensuring resources and programs are implemented in ways that are accessible, understandable, and beneficial to the public.

The EO represents a strategic elevation of government service design from a decades-long backlog of outdated, inefficient systems to an era of unified, high-quality, user-centered experiences. This initiative shows that agencies will be emphasizing modern government interfaces that make services more user-friendly and visually engaging, promoting efficiency by cutting maintenance costs and eliminating design duplication across agencies through standardized frameworks, and enhancing trust through consistent, better-designed services.

What Does This Mean for Industry?

For contractors, integrators, and developers involved in customer experience projects, this EO is a queue to market solutions as user-centered, efficient, and have a long-term vision.

Key takeaways for vendors:

- Highlight how the solutions help agencies implement user-centered, visually clear, and functionally effective design across digital and physical services, making them compliant with the EO's objectives.
- Demonstrate how your technology supports cross-agency collaboration, design thinking processes, and service prototyping, enabling agencies to embed design into decision-making and program execution.
- Emphasize features that allow agencies to track, analyze, and report on design outcomes, such as usability metrics, citizen satisfaction scores, and accessibility compliance, aligning with the EO's focus on transparency and effectiveness.

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