Theresa Wilkinson   614-432-4913
5332 Sutter Home Rd   theresaw@columbus.rr.com
Hilliard, OH 43016

Qualifications

- Conduct of testing for WCAG 2.0 and Section 508 conformance
- Evaluate vendor work in Accessibility compliance
- Understanding in applying WCAG 2.0 standards and Section 508 conformance to design standards-compliant, accessible products
- Involvement in creation of interactive presentations (especially regarding web accessibility and technical implementation thereof).
- Familiarity using assistive technologies to assess the conformance of digital products to industry required guidelines
- Ability to convey understanding of WCAG 2.0 guidelines and Section 508 success criterion, and web accessibility principals
- Involvement with design review, assessment, and gap analysis as related to WCAG 2.0 guidelines and Section 508
- Knowledge of, and experience using, assistive technology on both desktop and mobile platforms (screen readers, screen magnification, keyboard testing, etc.)

Computer Expertise

Languages: CSS, HTML, Java Script

Applications: JAWs, NVDA, SharePoint, Camtasia, Adobe InDesign, Adobe Captivate, Axure, Balsamic, Irise, Adobe Flash, Adobe Photoshop, Microsoft Project, Microsoft Visio, Microsoft Expression Web, Macromedia Dreamweaver, Microsoft Excel, Microsoft Word

- Portfolio: http://www.w-edge.com/portfolio.htm
- Certified Usability Analyst 2007-1318 from Human Factors International
- Website conversion training from Future Now, Inc. (2005)
- Moderated over 100 usability tests and focus groups

Professional Experience

UX & Accessibility Strategist – 2/2017 – 3/2018 Computech, Columbus OH
- At BWC, conducted end-user interviews and user surveys.
- Created Axure annotated wireframes and prototypes with special attention to accessibility.
- Created pre-test reports. Wrote usability test scripts and questionnaires. Conducted usability testing with Axure prototypes. Conducted tree testing. Conducted card-sort testing. Created usability test reports.
- Conducted accessibility testing using NVDA, ChromeVox, and VoiceOver. Investigate/research issues, determine impact, and provide solutions for improving accessibility for WCAG 2.0 and Section 508 conformance.

Web Accessibility Testing 2/2017 - 6/2017 Applause, Remote
- Clients included: Michael Kors, Ann Taylor, Walmart, eBay
- Web accessibility testing using, manual reviews, keyboard only, color sampling, and screen reader testing (using JAWS or similar tool).
- Investigate/research issues, determine impact, and provide solutions for improving accessibility for WCAG 2.0 conformance.

Senior UX Researcher - 7/2016 – 8/2016 Applause (For Google Voice app/OK Google for Android) Remote
- In-depth qualitative and quantitative analysis of unmoderated user testing videos (utest.com).
- Clearly and succinctly documented study results.

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- Created stake holder presentations.

UX & Accessibility Strategist - 01/2016 –04/2016 Northwoods, Dublin, OH
- Conducted end-user interviews.
- Researched iPad empirical data and WCAG 2.0 guidelines.
- Using this data, used Axure to create application and iPad annotated wireframes and prototypes.
- Created pre-test reports. Wrote usability test scripts and questionnaires. Conducted usability testing with Axure prototypes. Created usability test reports.
- Advised product owners and stakeholders on best practices regarding web accessibility and recommend steps for implementation.

Automotive IVR UX - 10/2015 – 12/2015 Lextant, Columbus OH
- Used Axure to wireframe automotive IVR storyboards for user testing

Senior UX Researcher - 07/2015 to 08/2015 Fast Switch, Columbus OH
- At CAS, performed heuristic and accessibility audits using WCAG 2.0 guidelines.
- Led usability studies and focus groups
- Crafted documentation to help communicate the experience to the project team, UX team, and prototyping team. Created UX surveys

UX & Accessibility Strategist - 02/2015 to 03/2015 Diversified Systems, Columbus, OH
- Short-term project for JFS application performing heuristic and accessibility audits
- Researched empirical data and WCAG 2.0 guidelines
- Using this data, used Axure to create annotated wireframes and prototype
- Advised product owners and stakeholders on best practices regarding web accessibility and recommend steps for implementation.

UX & Accessibility Strategist - 10/2014 to 12/2014 Centric Consulting, Columbus OH
- Short-term project for Nationwide, creating flow charts, site maps, information architecture
- Performed heuristic and accessibility audits
- Led field research using various methodologies. Read all focus group reports. Monitored user and customer service message boards
- Interviewed and observed customer service reps
- Researched empirical data and WCAG 2.0 guidelines
- Using this data, used Axure to create annotated wireframes and prototype
- Created usability test scripts and questionnaire. Created pre-test report.
- Advised product owners and stakeholders on best practices regarding web accessibility and recommend steps for implementation.

UX & Accessibility Strategist - 10/2014 to 12/2014 Bowman Systems, Remote
- Audited application with JAWs screen reader.
- Compiled report noting what the screen reader could and could not read.
- Identified UX patterns promoting accessibility (WCAG 2.0 guidelines).
- Advised product owners and stakeholders on best practices regarding web accessibility and recommend steps for implementation.

Senior UX Researcher - 03/2014 to 06/2014 KForce, Columbus OH
- At OCLC, led field research using various methodologies.
  - Regularly monitored usability testing of WorldShare application.
  - Read all WorldShare usability test reports.
  - Monitored user and customer service message boards.
  - Talked with several customer service reps.

- o Performed heuristic and accessibility audit on WorldShare applications.
- Created UX Standards for WorldShare promoting accessibility (WCAG 2.0 guidelines) and UX patterns.
- Advised product owners and stakeholders on best practices regarding web accessibility and recommend steps for implementation.

Interaction Designer - 10/2013 to 11/2013 Real Decoy, Remote
- In-depth analysis (WCAG 2.0 guidelines) of Bowman Systems application.

Senior UX Architect - 11/2012 – 8/2013 Quality Auditing Services, Remote
- Redesigned website for increased sales, social media performance, and search engine traffic.
- Developed both organic and pay for placement/click search engine optimization (SEO) strategies.
- Developed A/B testing plan. Increased sales leads from 4 leads per month to 7 leads per month – almost 50% increase.
- E-Commerce responsive design: Researched effective & easy-to-use designs for all media types promoting accessibility (WCAG 2.0 guidelines).
- Used Axure to create annotated wireframes and responsive prototypes.

Senior UX Architect - 10/11 – 07/12 Rainmaker Resources, Remote
- At Paycor, created flow charts, site maps, information architecture and personas.
- Led field research using various methodologies.
  - o Monitored user and customer service message boards.
  - o Interviewed and observed customer service reps.
  - o Conducted in-depth user interviews.
- Used Visio to create annotated wireframes and prototype promoting accessibility (WCAG 2.0 guidelines).
- Created UX process and Standards promoting accessibility (WCAG 2.0 guidelines). Met regularly with developers to ensure standards were designed effectively.
- Created pre-test reports. Wrote usability scripts and questionnaires. Moderated usability testing. Determined usability metrics. Created usability test reports.
- Documented all accessibility issues found during usability testing and heuristic audits of Paycor application using WCAG 2.0 guidelines.

UX Analyst - 3/11 – 7/11 KForce, Remote
- At Elsevier, Planned, implemented and managed the user experience for the Scopus product. Used Visio to develop wireframes for user experience updates.

Contract Content Manager - 4/10 – 2/11 Manpower, Columbus OH
- At Honeywell, created flow charts, site maps, content inventory, information architecture
- Planned & moderated a card sort usability study.
- Used Sharepoint to create pages for static portion of e-commerce site.

Contract UX Analyst - 6/10 to 8/11. MightyPlay, Remote
- Used Visio to develop wireframes and user flows for external website promoting Facebook game.
- Used Visio to develop iPhone application wireframes for a Xmas e-Commerce website. Created personas and task analysis.

UX Lead - 12/08 – 12/09 Collabra, Columbus OH
- At Chase, established, planned, implemented and managed the user experience for projects, GUI prototypes, and HTML page design.

- Worked with the product development team to design online user experiences for the websites. Assessed customer impacts, created solutions, and ensured coordination and communication of impacts to key stakeholders. Used Sharepoint to organize UX team files.

Senior UX Architect - 11/07 – 5/08 R. Dorsey and Associates, Columbus OH
- At InsightETE, created flow charts, site maps, content inventory, information architecture for a business monitoring web application.
- Performed heuristic and accessibility audits (WCAG 2.0 guidelines).
- Led field/remote research using various methodologies including in-depth user interviews, observed users at work and how they interacted with application. Researched effective dashboard patterns. Created personas.
- Reviewed wireframes with users, collected feedback, and revised design.
- Wrote usability scripts and questionnaire. Conducted usability testing.
- Advised product owners and stakeholders on best practices regarding web accessibility and recommend steps for implementation.
- Redesigned corporate website to increase sales leads.
- Developed both organic and pay for placement/click search engine optimization (SEO) strategies to increase site traffic.

Senior UX Architect - 7/06 – 07/07 CGI, Columbus OH
- At State of OH ODJFS, created UI and navigation standards for the e-learning DVD. Used Visio to develop wireframes promoting accessibility and Section 508 compliance.
- Wrote usability scripts and questionnaires. Performed usability testing. Created usability reports.
- With Flash, added all approved system sound with captions and developed section quizzes.
- Advised product owners and stakeholders on best practices regarding web accessibility and recommend steps for implementation.

UX Designer 05/05 – 03/06 Atlantic Systems, Columbus OH
- At ClientLogic, created the user interface for an e-commerce and customer service website.
- Created UI style guide and navigation standards for the project. Created application site map. Used MS PowerPoint and Visio to create wireframes and site maps for a customer service web application.
- Observed users at work and how they interacted with application. Wrote usability scripts and questionnaires. Performed usability testing with users, collecting feedback and revising design.
- Provided all relevant documentation—screen designs, revision notes, questionnaires, navigation diagrams, issues, lessons learned.

3/98 to 4/2007 - SEO and Website Conversion Consultant:
- DigitalEve Columbus, Increased membership by 70% by redesigning site.
- Oklahoma Indian Times, Inc., SEO and Website Conversion. Increased site traffic from 6,000 per month (April 1997) to over 170,000 per month (January 2001) -- an increase of 2800%. Increased newspaper subscriptions by 65%.
- Astute SEO and Website Conversion. Increased sales leads by 2640% and website traffic by 50%. Performed A/B testing on landing pages to increase conversions for an email campaign – increased conversion for campaign by 50%.

- Tiles With Style, SEO and Website Conversion. Prior to redesign, 1 order / week, after redesign a 50% increase in orders. Number one rankings on many search engines including Google.
- Healing Environments, SEO and Website Conversion. Increased sales leads and website traffic by 50%.

Education   June 1989 The Ohio State University Columbus, Ohio
Bachelor of Arts; Major English
GPA: 3.15 / 4.0 while working full-time