

Holli Elizabeth

UX Researcher || Designer || Accessibility

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Disciplines

Accessibility	★★★★★
IA	★★★★★
Prototyping	★★★★★
Research Strategy	★★★★★
UX Research	★★★★★
UX Design	★★★★★
W3C Standards	★★★★★
WCAG 2.0	★★★★★



Software

Axure	★★★★★
Adobe Suite	★★★★★
AMP	★★★★★
iRise	★★★★★
Morae	★★★★★
NVDA	★★★★★
Tobii Pro Studio	★★★★★
Visio	★★★★★



Languages

HTML5 / CSS3	★★★★★
JavaScript	★★★★★
jQuery	★★★★★
PHP	★★★★★
Python	★★★★★
SQL	★★★★★
XML	★★★★★



Experience

2016 - Present || Cricket Wireless (A division of AT&T) || Sr. Accessibility Solutions Engineer

Manage the accessibility program for all of Cricket Wireless, a pre-paid subsidiary of AT&T. Responsible for all customer touchpoints that fall under the FCC Twenty-First Century Communications and Video Accessibility Act (CVAA) and ADA title III and IV. Advocate accessibility to business units to ensure that all customer-facing projects account for the user experience for people with disabilities. Work with the governance team to put processes in place to ensure that functional groups are meeting WCAG 2.0 AA standards. Communicate accessibility requirements to development and design teams, and work with them to implement accessibility solutions. Own the user experience for and represent people with disabilities. Train QA engineers on accessibility testing for mobile and desktop. QA methods used include machine tests such as AMP and manual testing methods utilizing screen readers, switch controls, and HTML code reviews. Review assistive technologies and testing tools that could be implemented to improve accessibility reviews. Directly manage all projects related to IVR, online, mobile, SMS, MMS, print, and customer collateral. Currently, Cricketwireless.com is ranked in the top 5th percentile of the WebAim Million accessibility rankings.

2015 - 2016 || Videa (A division of Cox Media Group) || Sr. User Experience Researcher / Analyst

Created a quantitative and qualitative user experience research strategy for a start-up launching a software solution for buying and selling spot TV advertising. Worked with product owners to define business and functional requirements and to understand user needs. Facilitated the design process with designers and product managers. Ensured that designs adhered to usability and accessibility standards. Conducted usability tests, card sorts, and customer interviews.

2012 - 2015 || AT&T Enterprise & Small Business || User Experience Researcher

Planned and researched emerging technologies. Performed surveys, interviews, and literature reviews on phones, tablets, and Google Glass to determine how AT&T could provide better business products and services. Authored recruitment screeners, recruited for, planned and conducted contextual inquiries with small business and enterprise customers. Moderated both in lab and remote usability tests. Performed heuristic evaluations and competitive analyses. Consulted with product teams on best practices for design pattern libraries. Created and tested new methodologies and standard metrics for measuring cognitive load and user satisfaction. Trained functional teams on WCAG 2.0 accessibility standards needed to meet CVAA accessibility guidelines. Worked with the operations team to create processes for accessibility quality assurance. Developed prototypes using iRise and Axure. Created algorithms to process XML data from live chat sessions. Partnered with the behavioral analytics team to analyze quantitative data to determine where qualitative research was needed.



Experience

2009 - Present || Self Employed || [Freelance Web Developer / Designer](#)

Successfully worked as a full-time freelance developer and designer for three years. Worked with a range of companies located in Atlanta including Sagepath, Stand Up Guys and GO Kickball. Projects included public-facing websites and internal intranet websites and applications. Web applications created for clients helped improve efficiencies for managing their business and saved the companies hundreds of hours a year by automating processes typically accomplished manually.

2008 - 2010 || Digital Coffee || [CTO, Co-Founder](#)

Co-founded a digital agency in the metro Atlanta area. The agency focused on creating innovative, out-of-the-box ideas for medium to large business websites. Responsibilities were varied and included information architecture, development, research, personas, presenting deliverables to clients, interfacing with potential new clients, researching new potential revenue streams, and day-to-day business administration.

2009 || Woodruff Arts Center || [Web Designer & Developer](#)

Designed and developed the Woodruff Art Center's Green initiative website. The highly interactive site would be placed on a kiosk in the museum. The Green Initiative site was designed, developed, and launched within two weeks. Development included creating XHTML/CSS based ASP.NET templates. JavaScript-based status navigation, coda sliders, and other interactive jQuery and JavaScript elements.

2007 - 2008 || John Wieland Homes || [Developer](#)

Led the front-end development efforts of John Wieland's primary site as well as several of John Wieland's support sites. Implemented Ektron, a .Net based content management system, in combination with a custom CMS system to manage dynamic content. Prepared the SQL database for future changes. Conducted a thorough content inventory of several hundred pages to ensure consistency during CMS migration. Worked on the effort to integrate Google Maps into the neighborhood search process.

2006 - 2007 || The Art Institute of Atlanta || [Teaching Assistant](#)

Teaching assistant for Fundamentals of Interactive Design and CSS. The class curriculum covered, XHTML, CSS, Photoshop, Fireworks, and Dreamweaver. Responsibilities included instructing and helping students with assignments as well as tutoring students outside of the classroom.

2006 - 2007 || SunTrust || [Intranet Developer](#)

Created dozens of micro-sites utilizing XHTML, CSS, JavaScript and ASP.NET for SunTrust's intranet. Worked with several departments to design and tailor micro-sites to suit their needs while maintaining design standards and consistency across the intranet. Trained Chief-of-Staff members on how to use XML to update content on the websites.



Education

Bachelor of Fine Arts || The Art Institute of Atlanta || [Web Design & Interactive Media](#)

Graduated with highest honor: Summa Cum Laude

Certification || Coursera - Maryland University || [Developing Innovative Ideas for New Companies](#)

Certification || iRise || [Expert Modeler](#)

Certification || Coursera - Rice University || [An Introduction to Interactive Programming in Python](#)

Certification || Southern Crescent Technical College || [Intro to PHP](#)