


Holli Elizabeth Smith

Atlanta Metropolitan Area

 holli@hollielizabeth.com

 6787936162

 [linkedin.com/in/hollielizabeth](https://www.linkedin.com/in/hollielizabeth)

Summary

User Experience Research, Accessibility, Human-Computer Interaction

Experience

Accessibility Program Manager

Meta

Apr 2022 - Present (1 year 3 months)

Web Accessibility Specialist @ Meta

PRO Unlimited

Nov 2020 - Mar 2022 (1 year 5 months)

Sr. Accessibility Engineer

Cricket Wireless

Oct 2016 - Nov 2020 (4 years 2 months)

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.

Freelancer

Self Employed

Aug 2009 - Nov 2020 (11 years 4 months)

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.



Sr. User Experience Researcher

Aug 2015 - Sep 2016 (1 year 2 months)

Created a quantitative and qualitative research strategy for a new start-up in the process of launching its product. Worked with product owners to define business and functional requirements and to understand user needs. Facilitated the design process with designers and product managers. Assured that accessibility and usability were considered when creating design standards and patterns. Conducted usability tests, card sorts and focus groups.



User Experience Researcher

AT&T

Jan 2012 - May 2015 (3 years 5 months)

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.



Co-Founder

Digital Coffee

Jan 2008 - Mar 2010 (2 years 3 months)

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 existing clients, interfacing with potential new clients, researching new potential revenue streams and day-to-day business administration.



Web Designer & Developer

The Woodruff Arts Center

Jul 2009 - Jul 2009 (1 month)

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.



Graphic Designer

Spanx

Mar 2008 - Apr 2008 (2 months)

Worked with the graphic design department to optimize images of the newest line of Spanx clothing for the Spanx.com website. Created a process for organizing hundreds of images in queue for website optimization.



Developer

John Wieland Homes and Neighborhoods

Jun 2007 - Jan 2008 (8 months)

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.



Teaching Assistant

The Art Institutes

Feb 2006 - May 2007 (1 year 4 months)

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.



Intranet Developer

SunTrust

2006 - 2007 (1 year)

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



The Art Institutes

Bachelor's degree, Web Design and Interactive Media

2005 - 2011

Summa Cum Laude

Licenses & Certifications



iRise 8 Certified Modeler - iRise



An Introduction to Interactive Programming in Python: Rice University -

Coursera Course Certificates

DE49JME6VG



Intro to PHP - Southern Crescent Technical College



Developing Innovative Ideas for New Companies: University of Maryland -
Coursera Course Certificates



Agile Software Development - LinkedIn



Certified Professional in Accessibility Core Competencies (CPACC) - IAAP -
International Association of Accessibility Professionals
Issued Oct 2019 - Expires Oct 2022
19JACHS67



User Experience Research: How to Ask the Right Questions - Udemy



Learning Program Management - LinkedIn



Program Management Foundations - LinkedIn



What Is Program Management? - LinkedIn

Skills

User Experience • User Experience Research • Usability • Creative Direction • Interaction Design
• User Interface Design • Accessibility • Information Architecture • Web Standards • Web Project
Management