

Callie B. Carroll

UX Researcher + Accessibility

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About Me

As a User Experience Researcher, my goals are clear: I seek to understand and advocate for users of every type of technology. To achieve this I plan, conduct, and then act on research that considers the needs of users within systems – by observing and listening to other humans. I am delighted to lead efforts evaluating and iterating on software and hardware interfaces including the accessible web, mobile devices, wearables, and sensors – encompassing usability, accessibility, and the quantified self.

Professional Experience

User Experience Researcher; Accessibility Specialist

2007 - 2021

Callie Carroll - Contract and Freelance Practice

(clients listed by industry, recent projects first)

- Business, Social Media: ethnographic researcher onsite in India, studying use of mobile apps and social media by small businesses for **Facebook**
- Healthcare: member of teams conducting user research for web-based consumer resources for **Providence Health & Services** and **Anthem Health Insurance**
- Accessibility Services: context evaluation and captioning for images within solutions product wiki, for **AccessibilityOz**
- Logistics: usability evaluation of legacy console system used by import and export agents, and in-person and remote research to inform design of web-based tool for **UTi**
- Non-profit: usability evaluation, interface designer for web-based member system for **Colorado Public Radio**. User studies for **World Forestry Center**. WordPress setup, design, and maintenance for the **Arc of the Mid-Columbia**.
- Hospitality: Evaluated **InterContinental Hotels Group/Holiday Inn** booking sites for accessibility status using automated tools, code review, and manual testing.

Senior User Experience Researcher & Accessibility Specialist

2018 - 2020

Columbia Sportswear Company

- Led usability research for ecommerce division of \$3 billion outdoor clothing company
- Designed, conducted, and presented results for in-person and remote user studies
- Proposed and designed solutions to of-the-moment business and ecommerce problem spaces
- Utilized data from sources such as Adobe Analytics, Hotjar, Optimal Workshop, Eyequant, and UXPressia
- Led accessibility policy, created best practices guidelines and documentation, and followed through on implementation of solutions directly with design, engineering, business, legal, and procurement teams

User Experience Researcher - Wearables, Internal and Developer Tools

2014 - 2016

Intel Corporation

- Designed, conducted, and reported on in-person usability studies for wrist-worn wearables.
- Research focused on health, fitness, stress, and general usage (watch/notification), and included various hardware, software and technologies (smartwatches, bangles, Android Wear, proprietary OSs, haptic feedback, out-of-the-ordinary sensors, round and rectangular displays, UI variations, etc.)
- In-person and remote usability research for in-house manufacturing and supply chain application platform
- Heuristic and expert evaluation, user interviews, and observed sessions with end users of several tools in a complex legacy system for desktop

User Experience Design Lead

2013 - 2014

HealthSparq

- User studies on web application for healthcare shopping and comparison
- Wireframes and prototypes of web and mobile application
- Information architecture involving healthcare taxonomy
- User journeys and personas

User Experience Researcher

2011 - 2013

Amazon (Subsidiary: Shopbop)

- User studies for major retail e-commerce web application, site redesign
- Research on progressive enhancement and responsive design, responsible for working on in-house training plan and design guidelines for designers and developers, specifically around "mobile first" design and ARIA
- Wireframes, web design, and prototyping
- Analysis of shopping behaviors via analytics, using Cognos and Omniture

Accessibility Engineer

2008 - 2009

Apple, Inc. - iTunes Store Engineering

- Ongoing accessibility evaluation of Windows and macOS software (iTunes client) and online content (iTunes Store and iTunes U)
- Evaluation using assistive technology, guided by web standards, Section 508 and WCAG guidelines, and best practices in desktop and web application design
- Informed code and design changes, provided guidelines, documented errors
- Tools: JAWS, Window Eyes, Zoom Text, VoiceOver, manual code review

Web Developer - Accessibility

2006

Center for Assistive Technology & Environmental Access, College of Architecture, Georgia Institute of Technology

- Evaluated, installed, configured, and tested wiki software with users to support an assistive technology community at AssistiveTech.net
- Improved wiki GUI and help documentation in response to user testing
- Contributed to MediaWiki development community through accessibility and usability recommendations, active developer discussions

Web Developer - Accessibility

2005

Fiserv (formerly CheckFree)

- Tested online billpay application for compliance with accessibility guidelines (Section 508 and W3C), using JAWS, Bobby, and extensive manual checks
- Researched accessibility issues and authored reports on compliance and guidelines for application development
- Authored CSS, HTML, JavaScript, and DHTML in several iterations of web application

Education

MS Human-Computer Interaction

2007

Georgia Institute of Technology

- Member of Ubiquitous Computing Research Group, led by Dr. Gregory Abowd
- MS Project: Mobile Phone Usage by Persons with Visual Impairments Study Design, research, posters, and presentations
- Project: "Improving Motor Planning by Playing: Motion-based Projected Games for Children with Autism"
Game creation with PlayMotion! hardware/software system (AR cameras and projectors), XML, interaction design, and contextual inquiry with occupational and speech therapists, testing with therapists and children with autism
- Project: "Teaching About Autism: Information for Caregivers"
Design and prototyping of educational software for caregivers of children with autism

BA Physics

1999

Emory University

Accessibility Skills Summary

- **Laws & Standards:** ADA, Section 508 and WCAG 2.0 Guidelines (A, AA, AAA); Some familiarity with WCAG 2.1, Section 508 Refresh (2017), Air Carrier Access Act (ACAA) Web & Kiosk Accessibility, WCAG2CIT (non-

- web), UAAG (Mobile), Section 503, and VPAT
- **Manual, experiential/use case testing:** using screen readers and other AT (JAWS, Window Eyes, ZoomText, VoiceOver, browser plug-ins)
 - **Automated/code review tools:** Bobby and Watchfire WebXM, Cynthia Says, aXe, LIFT, WAVE, Web Developer plug-in, other plug-ins, Firebug, JS console, VisCheck, etc.
 - **Other Assistive Technologies:** Dragon, AAC for persons with communication impairment or I/DD, including Proloquo2Go
 - **Technology Design Paradigms:** General visual design guidelines, POUR, responsive design, progressive enhancement, mobile first, user-centered design
 - **Development Consulting:** Code review, suggestions for modifications, actual coding (HTML, CSS, JavaScript, the DOM, ARIA, JSP, Perl, C, C++), development environments and IDEs (Xcode, Eclipse, NetBeans, MS Visual Studio), issue tracking and project management (Jira), versioning (CVS, Subversion, VSS, Rational, git), MediaWiki and WordPress-specific accessibility
 - **Usability research:** Institutional Review Board (IRB) documentation for submission, appropriate research methods and informed consent for vulnerable population participants
 - **Mobile Design & Development:** Mobile/phone design (for touch), haptic and audio feedback for mobile and wearables

Presentations

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| "Technology Careers: Not Just Coding" | 2018 |
| nConnect Program, Clark County Public Schools – Vancouver, Washington | |
| "UX Research for Non-UX'ers" | 2017 |
| Women Talking Tech Series @ AppNexus – Portland, Oregon | |
| "Speaking Computer _and_ Human" | 2017 |
| Business Web Practices Series @ Clark College – Vancouver, Washington | |
| "Accessible Content / Desktop to Mobile" | 2015 |
| eBay Tech Tuesday, Portland, Oregon | |
| "Assumptions about Users, and Accessibility" | 2009 |
| Refresh Portland – Portland, Oregon | |
| "Accessibility for Developers" | 2007 |
| Atlanta PHP – Atlanta, Georgia | |
| "Accessibility and MediaWiki" | 2006 |
| WikiMania 2006 – Boston, Massachusetts | |

Training & Certification

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|---|------|
| Problem Space Research Courses | 2021 |
| Course 1: Listening Deeply, Course 2: Concepts & Summaries (Analysis, Pt. 1) | |
| Two month-long live classes from Indi Young focusing on problem space research, qualitative: Listening at Depth, and Bias-Free Analysis of Transcripts. | |
| "Just Ask: Integrating Accessibility Throughout Design" Workshop | 2006 |
| Workshop held at the CSUN Conference, taught by Shawn Lawton Henry. | |
| Microsoft Technology Associate Certification | 2018 |
| Web Development with HTML5 and CSS3 | |

Volunteering

Collaboratory (makerspace)

2017 - present

Washington County Cooperative Library Services – Hillsboro, Oregon

The Collaboratory's mission is to provide "a space for people of all abilities to explore the possibility of making: making art, making science, making crafts, making anything!" I help patrons with maker technology (hardware and software) for 3D printing, digital diecutting, and use Arduino, sensors, and other electronics.

SCRAP PDX – Portland, Oregon

2014 - 2017

SCRAP's mission is to "inspire creative reuse and environmentally sustainable behavior by providing educational programs and affordable materials to the community."

WordCamp Portland – Portland, Oregon

2010 - 2017

WordCamp is "a conference that focuses on everything WordPress."

Organizations

International Association of Accessibility Professionals (IAAP)

2018 - present

Portland Accessibility and User Experience Meetup

2015 - present

CHIFOO, BayCHI, and CHI Atlanta (Local Chapters of ACM SIGCHI)

2002 - present