

# Callie B. Carroll

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## User Experience Researcher + Accessibility Specialist

### Summary

**Senior User Experience Researcher and Accessibility Specialist** specializing in designing, evaluating, and modifying software and hardware interfaces (web, desktop, mobile, and wearable) to better support usability and accessibility.

### Core Skills

- Usability Research** Planning and executing in-person and remote user studies; analyzing, reporting on, and presenting qualitative and quantitative results
- UX Design** Providing design recommendations via documentation, creation of wireframes, and low- and high-fidelity prototypes
- Web Development** Ten years of experience in front-end development, comfortable with \*nix, HTML, CSS, JavaScript, PHP, and FOSS projects such as WordPress and MediaWiki
- Accessibility** In-depth knowledge of laws and standards (e.g. Section 508 and WCAG 2.0), accessibility testing methods and tools (automated tools, code review, manual testing), use of assistive technology (e.g. screen readers), and conducting usability research with blind/low vision participants
- Team Liaison** Member of design and engineering teams, participating in design and development sprints in an Agile/Scrum environment, defining use cases and user stories

### Professional Experience

- Sr. User Experience Researcher - eCommerce** 2019 - present  
Columbia Sportswear
- User Experience Researcher; Accessibility Specialist** 2007 - 2019  
Callie Carroll - Freelance Practice  
(clients listed by industry)
  - Accessibility services vendor: context evaluation and captioning for images within solutions product wiki, for **AccessibilityOz**
  - Healthcare: member of teams conducting user research for web-based consumer resources for **Providence Health & Services** and **Anthem Health Insurance**
  - Hospitality: Evaluated **InterContinental Hotels Group/Holiday Inn** booking sites for accessibility status using automated tools, code review, and manual testing.
  - 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**.
- User Experience Researcher - Wearables** 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.)
- User Experience Researcher – Internal Tools** 2014  
Intel Corporation
  - 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
- 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**

2016

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.

### **Web Developer - Accessibility; Usability Assessment Engineer**

2004 - 2005

User Insight

- Worked on usability, accessibility, and market research projects for non-profits, major ISPs, software manufacturers, banking, and construction
- Evaluated company site for accessibility using manual and automated tools
- Revised website according to accessibility guidelines for Section 508 and W3C compliance
- Designed and built PHP/MySQL app for candidate recruiting and testing processes
- Built functioning prototype of online bill-pay application for user testing
- Set up lab and performed video capture of user assessments and focus groups
- Edited video, compiled highlights and authored final presentation reel in iMovie and other tools

## **Education**

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### **MS Human-Computer Interaction**

2007

Georgia Institute of Technology

- Member of the Ubiquitous Computing Research Group, led by Dr. Gregory Abowd
- MS Project: Mobile Phone Usage by Persons with Visual Impairments

### **BA Physics**

1999

Emory University

## **Certification**

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### **Microsoft Technology Associate**

2018

Web Development with HTML5 and CSS3

## Presentations

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<b>"Technology Careers: Not Just Coding"</b> nConnect Program (education)	2018
<b>"UX Research for Non-UX'ers"</b> Women Talking Tech Series @ AppNexus	2017
<b>"Speaking Computer _and_ Human"</b> Business Web Practices Series @ Clark College	2017
<b>"Accessible Content / Desktop to Mobile"</b> eBay Tech Tuesday	2015
<b>"Assumptions About Users, and Accessibility"</b> Refresh Portland	2010
<b>"Accessibility Testing for OSS Developers"</b> Open Source Bridge - Unconference	2009

## Volunteering

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Collaboratory (makerspace), Washington County Cooperative Library Services 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!"	2017 - present
WordCamp Portland WordCamp is "a conference that focuses on everything WordPress."	2010 - 2018
SCRAP PDX SCRAP's mission is to "inspire creative reuse and environmentally sustainable behavior by providing educational programs and affordable materials to the community."	2014 - 2017

## Organizations

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Portland Accessibility and User Experience Meetup	2015 - present
CHIFOO, BayCHI, and CHI Atlanta (Local Chapters of ACM SIGCHI)	2002 - present