

Callie B. Carroll

UX Researcher + Accessibility

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About

I'm a user advocate and humane technologist in the form of a User Experience Researcher. I plan and conduct research addressing the needs of users within systems by observing and interviewing humans, and evaluating and iterating on software and hardware interfaces (web, desktop, mobile, sensors, and wearables). I lead efforts in usability, accessibility, and the quantified self.

Core Skills

- User Research** Mixed methods, with a focus on planning and executing in-person and remote user studies with humans; analyzing, reporting on, and presenting qualitative and quantitative results
- Accessibility** In-depth knowledge of laws and standards (e.g. Section 508 and WCAG 2.1), 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
- User Experience Design** Providing design recommendations via creation of documentation, style guides, wireframes, low- and high-fidelity prototypes, and personas
- Policy and Leadership** Liaison with design, engineering, and business teams, often in an Agile/Lean environment. Defining and documenting usability and accessibility policies, and following through with implementation, legal, procurement, design, development, and training efforts. Defining and documenting accessibility policies, and coordinating with all stakeholders

Professional Experience

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; Accessibility Specialist

2007 - 2018

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.

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

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

Presentations

"Technology Careers: Not Just Coding"

2018

nConnect Program (education)

"UX Research for Non-UX'ers"

2017

Women Talking Tech Series @ AppNexus

"Speaking Computer_and_Human"

2017

Business Web Practices Series @ Clark College

"Accessible Content / Desktop to Mobile"

2015

eBay Tech Tuesday

"Assumptions About Users, and Accessibility"

2010

Refresh Portland

"Accessibility Testing for OSS Developers"

2009

Open Source Bridge

Volunteering

Collaboratory (makerspace), Washington County Cooperative Library Services 2017 - present

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.

WordCamp Portland

2010 - present

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

SCRAP PDX

2014 - 2017

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

Certification

Microsoft Technology Associate

2018

Web Development with HTML5 and CSS3

Organizations

Portland Accessibility and User Experience Meetup

2015 - present

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

2002 - present