

Melanie Linares

Accessibility-Focused UX Professional & Product Designer | IAAP CPWA

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Experience

Accessibility Consultant

Level Access, January 2022 - Present

Engage with designers, developers, and stakeholders to understand unique project and compliance needs. Advise, verify, and provide methods to reach compliance regarding WCAG 2.0, 2.1, 2.2 standards – including Section 508 – for websites, apps, media, and documents through manual, functional, and automatic testing.

Accomplishments:

- Improved Level Access testing methodology through leading documentation effort
- Increased team efficiency and accuracy through mentoring by over 50%
- Collaborated with delivery process team to identify at-risk clients and create successful retention plans that resulted in annual renewal
- Co-authored technical documentation for auditing process and design evaluation criteria
- Onboarded new and existing clients, resulting in recurring audit and remediation requests
- Nominated to position of client-specific SME (Subject Matter Expert)
- Decreased breaches in overall team Service-Level Objective deadlines through daily check-ins with the team, intake work prioritization, and department-level Jira optimizations
- Consistently delivers complex projects ahead of schedule
- Contributes to a team culture that encourages open questions and self-improvement

Senior UX & Product Designer

Insight Inc., February 2018 – November 2021

Advised clients and developers on best practices within WCAG 2.0 and 2.1. Created and reviewed wireframes/prototypes, built out components, and ensured applications delivered robust results. Wrote user tests according to application requirements.

Accomplishments:

- Mentored teammates and clients on accessibility and best practice solutions
- Presented quarterly to regional company on various accessibility and UX topics
- Co-developed global and regional accessibility go-to-market strategy
- Assisted team with responsive, accessible, and JavaScript framework knowledge gaps
- Collaborated with cross-team designers on user flows, information architecture, and wireframe/prototype improvements for accessibility
- Resolved at-risk design and development tickets within the team
- Consistently delivered designs and applications under short turnaround restrictions

Frontend Developer

Value Printing, October – November 2017 (contract)

Work to establish a responsive design within the existing ecommerce site and branding. Implement a plan for content updates and testing.

Accomplishments:

- Reduced code markup requiring upkeep
- Managed client-facing design and development conversations
- Mentored design and development team on source control

UX Product Designer

StayOnline LLC, September 2012 – September 2017

Led multiple web design projects through full lifecycle and advocated for accessibility issues. Delivered responsive, compatible, and accessible internal and external applications. Engaged directly with outside teams on SaaS projects and solutions. Collaborated directly with junior designers/developers on implementing UI design and UX.

Accomplishments:

- Managed marketing web campaigns for Sales team in order to monitor A/B tests
- Optimized branding guidelines for growing print/digital needs with accessibility standards
- Advocated for responsive design and accessibility directly to leadership team
- Led US site responsive redesign and led the frontend development of the EU site

Skills

Accessibility

- WCAG 2.0, 2.1, 2.2 compliance
- Manual, functional, and automated testing
- PDF Remediation
- VPAT/ACR authoring and review
- WAI-ARIA
- Section 508
- Assistive technology

Design

- Personas/user stories
- User experience testing
- Create wireframes, prototypes, test and iterate on designs
- Design reviews
- Lead discovery meetings
- Internationalization/globalization techniques
- Figma, Sketch, and modern prototyping tools
- Adobe Creative Suite/Cloud

Development

- Frontend web development
- Chrome/Firefox DevTools
- Javascript/Vue/React
- HTML/CSS
- Code reviews
- Version control systems
- Cross-browser and A/B testing
- Content Management Systems (CMS)

General

- Collaborate with cross-functional teams and work independently
- Embrace feedback and champions change
- Troubleshoot problems and client-specific issues
- Mentorship and Team-member advocacy

- Maintain accuracy in a fast-paced environment
- Experience pivoting to best meet client and project needs
- Agile methodology
- Keep up with emerging trends/tools
- Zendesk, Jira
- Microsoft Office Suite

Education & Certifications

Associate Degree in Web Technologies, Wake Technical Community College

Associate Degree in Digital Advertising & Design, Living Arts College

IAAP Certified Professional in Web Accessibility, 2023-2026

IAAP Web Accessibility Specialist, 2021-2026

IAAP Certified Professional in Accessibility Core Competencies, 2023-2026