ALLISON BEATTY

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EDUCATIONAL BACKGROUND

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL — Chapel Hill, NC

Master of Science, Information Science, Human Computer Interaction Concentration – 2023

- Honors: 4.0 GPA
- Selected Coursework: Metadata Architectures and Applications, User Interface Design, Information Retrieval, Systems Analysis, Data Visualization, Misinformation Studies, Usability Testing and Evaluation

UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE — Asheville, NC

Bachelor of Arts, English Literature, Computer Science Minor – 2019

PROFESSIONAL EXPERIENCE

UNIVERSITY OF NORTH CAROLINA — Chapel Hill, NC

Front-End Developer, Launch Accelerator Program – Summer 2023

- Transitioned a beta pro-social web app into web and mobile responsive interfaces using a low-code platform.
- Conducted usability tests and analyzed web user behavior; identifying themes and issues proposed solutions to alleviate identified problems. Redesigned the app's information architecture using the Bubble low-code web development platform; increased the app's digital accessibility score from 30% to 98%.

Digital Integration Coordinator, Digital Innovation Lab – 2022 – 2023

- Conducted Twitter API digital humanities research; completed exploratory data analysis (EDA) using Python and R.
- Assisted undergraduate composition students with producing longform podcasts.

DUKE UNIVERSITY SCHOOL OF LAW — Durham, NC

Graduate Research Assistant (Remote) – 2022 – 2023

- Served as a methodology planning consultant for a law librarianship research project; performed content analysis.
- Scraped HTML data to create standardized JSON entries of 100+ law librarianship job postings.

CAROLINA POPULATION CENTER, GLOBAL FOOD RESEARCH PROGRAM — Chapel Hill, NC

Graduate Research Assistant, Communications – 2022

- Analyzed WordPress pages and fact sheets to evaluate digital accessibility and compatibility with W3C Accessibility Guidelines (WCAG); identified and remediated inaccessible webpages and coding.
- Retroactively updated a WordPress site to ensure consistent citation metadata of research publications.
- Designed digital public health research dissemination materials including visualization of geospatial and quantitative data in Tableau, Adobe Illustrator, and Adobe Photoshop.

NC STATE UNIVERSITY ADVANCEMENT SERVICES — Raleigh, NC

Data Specialist (Remote) – 2020 – 2021

- Completed data entry and data retrieval using Advance and LexisNexis databases.
- Provided help desk support; answered questions concerning best practices for Advance database use.

ADDITIONAL EXPERIENCE

- The Regulator Bookshop: Bookseller / DOS Subject Matter Expert – 2023 – Present
- Malaprop's Bookstore: Bookseller – 2018 – 2021
- World Coffee Café: Weekend Manager – 2017 – 2018

PROFESSIONAL AFFILIATIONS

- International Association of Accessibility Professionals
- Triangle UXPA
- American Sociological Association

SKILLS

- Technical: HTML, CSS, PHP, JavaScript, Python, R, Tableau, Adobe Illustrator, Adobe Photoshop, Microsoft Office
- Industry: Documentation Remediation, Web Accessibility, Digital Accessibility, Information Architecture, Usability Testing, Research Methods, Information Visualization, Quantitative Analysis, Data Governance, Data Standards