Carey Estes

Senior Design Engineer of Accessibility

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A proactive manager and leader in UI/UX and Design with an extensive technical background. Demonstrates outstanding managerial and leadership skills to guide a department to attain superlative results in user interface design and development. Knowledgeable of team motivation and stimulating creativity and production. Possess skills in front-end design and full-stack development, applicable to any area of the workflow, including design mockups and prototyping, back-end schemas, front-end development, usability testing, and a strong focus on accessibility.

CAREER EXPERIENCE

2022 – Present
Senior Design Engineer of Accessibility
OneMain Financial

Added automated accessibility checks in the design and development workflow.

Created Accessibility Presentation to advocate for more support with making OneMain a fully accessible company.

Created a public Accessibility Statement as a company-wide pledge to make accessibility a priority in all aspects of the company.

Started Design System Documentation for web components.

Created accessibility user tests to find issues not flagged by automated scripts.

Audited numerous OMF digital assets to find accessibility issues.

Remediated 15 websites / applications to comply with WCAG 2.1 Level AA.

Designed and developed an audit application to increase the speed and accuracy of an accessibility audit.

Designed, developed, and authored posts of an accessibility blog.

2015 – 2022
Director of Design and User Experience
Babel Street

Design and implement web functionality for the Babel Street application. Serve as the team lead for the Application Design team and guide the design, user interaction, and experience for all aspects of the application.

Create user stories and usability tests to assure the UX is in-line with customer expectations. Implement SASS and Webpack into the application. Research and implement the design and style aspects for all application components.

Create "Blue Sky" conceptual pieces to help consider how the application could be improved as markets, technology, and trends evolve.

Refactored all of the existing application code to make it responsive and accessible to meet WCAG AA guidelines.

Expanded the design team from a single designer to a team of UX designers, developers, and prototypers.

2014 – 2015
Interactive Art Director
University of Tennessee

Researched and selected a Laravel framework for the new utk.edu development work. In the proof of concept phase, began the development of the new utk.edu design in a Laravel framework. Oversaw the updates for Google Maps functionality on utk.edu.

Started the Accessibility & Inclusion mission which devoted resources to making utk.edu and all associated sites and collaterals accessible, met WCAG guidelines, and portrayed an inclusive environment.

Inaugurated the Oracle, which was a centralized hub of information to support development work performed by the web team. Prepared and published documentation to support the web team's adoption of Git protocols. Participated in the redesign and development of a new University of Tennessee theme.

Led training sessions to teach the web team how to use Git in a version-controlled team environment. When the team was sufficiently experienced, led the transition of Git into the web team workflows. Designed and developed js scripts for accordions and tabs to support direct linking (#hash links).

Designed and developed responsive tabs for the WordPress University of Tennessee responsive theme. Developed and implemented a Typeahead search method for users to query data by page title and content. Incorporated Typeahead into numerous utk.edu applications.

Assumed managerial responsibility for the Provost and Haslam newsletters. Assigned the administrator role for the school events calendar. Engaged in extensive research to determine the best method to manage the events calendar on relaunch. Contributed expertise to the Asset Bank and Digital Asset Management configuration and organization.

2012 – 2014
Multimedia Developer
School of Visual Arts

Implemented a lightweight directory access protocol (LDAP) login system for Content Management System (CMS) users. Designed and developed the Events page layout for sva.edu/events.

Developed a newsletter generator, which enhanced the speed of the workflow to enable administrators and writers to get a message out to the public through the CMS and SendGrid.

Designed and developed the www.sva.edu website on a Symfony framework, as well as, designed, developed, and maintained ancillary sites for the School of Visual Arts (SVA), based on the WordPress framework, including blog.sva.edu, ceblog.sva.edu, insider.sva.edu, learning.sva.edu, strategicplan.sva.edu, and vap.sva.edu/training.

Created all videos and tutorials for vap.sva.edu/training to help users with the sva.edu CMS. Researched and developed the videos gallery for sva.edu/videos.

2010 – 2012
Senior Graphic Designer/Developer
Tri-State Surgical Supply

Performed multiple web-based projects to support various initiatives and company websites. Designed and launched the www.sterexmedical.com website and tasked to provide all product photography and photo editing on the website. Increased sales by 26% through the redesign of catalogs with more appealing images and photographs.

Tasked to redesign the front-end for the www.tristatesurgical.com website. Developed SEO protocols, including meta keywords and descriptions. Added and updated ~20K products to the website. Designed an Excel keyword database to serve as a reference for all the products on the website. Also elevated purchases by 31% by refactoring the search capability and leverage product metadata to generate related parts recommendations and related items to purchase.

In the print aspects of the position, designed and published brochures, flyers, logos, and packaging materials in compliance with strict guidelines for spot and process printing on bags, bottles, and tubes.

2008 – 2010
Adjunct Professor
Mississippi State University

Researched and designed two Introduction to Computing projects that are part of the current curriculum at Keene State College and Louisiana Tech University.

Taught basic and advanced web design classes that presented the full range of design and development. Basic web design classes discussed HTML, the design and implementation of CSS, an introduction to JavaScript, and how to incorporate it into HTML structure. Also taught basic PHP to streamline the development process and simplify writing code.

Taught multimedia using Flash and introduced basic timeline animation techniques and Actionscript 2.0. With the students understanding the basic concepts, introduced industry-standard advanced development, such as building on a LAMP stack.

Prior roles: Owner and Senior Designer/Developer at Cre8tive Warehouse (2008 – 2009), Junior Graphic Designer/Developer at Design Research and Informatics Lab (2006 – 2008), and Junior Graphic Designer at Digital Impressions (2006).

EDUCATION

2008
Master of Science and Architecture
Electronic Visualization
Mississippi State University

2006
Bachelor of Fine Arts
Graphic Design
Mississippi State University

TECH STACK

HTML5	ASP	Adobe CS	WordPress
WCAG / W3C Standards	CSS3 / SASS / SCSS	PHP	Autodesk Maya
JavaScript / JQuery / React JS	.NET	Cinema 4D	Symfony
Gulp / Grunt / Webpack	MS-Office Suite	Git	Laravel
SendGrid	Svelte		

RECOGNITIONS

Communicator Award
free.artinoddplaces.org (2014)

Webby Honoree
sva.edu (2013)

Webby Honoree
number.artinoddplaces.org (2013)

Heroes of the Community
Mississippi Columbus Dispatch (2009)

Video Chosen as one of the Top Videos of the Year
mtvbestvideoever.com (2009)