

# Chris Rooke

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## SUMMARY

Experienced UI and front-end leader with a proven record of delivering scalable, standards-based digital platforms. Skilled at leading cross-functional teams and building accessible, user-centred products aligned with business goals. Certified CPACC (IAAP), with deep expertise in integrating accessibility best practices into high-performance, maintainable front-end systems.

## EXPERIENCE

### Principle UI Developer, HMH

Ireland, 2018 - Present

*Reference available*

Leading front-end efforts to create accessible, scalable education products: improving user experience, speeding up development, and aligning teams across the org.

- **Technical Strategy & Innovation:** Led front-end development of accessible, performant education products through the creation of a scalable, WCAG 2.2 AA-compliant framework adopted across the organisation. This drove improved user feedback, introduced interactive motion design, and cut dev time significantly. Also introduced automation tools that reduced vendor costs by ~\$100,000 per product.
- **Team & UI Leadership:** Defined and implemented a unified UI and content development strategy across the business, transitioning from bespoke product builds to a company-wide design system. Took ownership of front-end technical decisions, aligning initiatives with strategic goals and OKRs, and led technical spikes to explore and maintain innovation. Established and grew a dedicated team to support this transformation.
- **Cross-Functional Communication:** Acted as a key touchpoint between research, design, engineering, content, and leadership teams to align strategic direction and maintain accessible, user-centred outcomes. Served as the point person for accessibility guidance and feedback, advocated for engineering needs, and presented progress to senior leadership. Contributed to team growth through project management and cross-team collaboration.
- **Awards & Recognition:** MVP of Department in 2021; Standing Ovation Award (quarterly award) 2023.

## Manager of Web Design and Content, 3D4Medical

Ireland, 2015 - 2018

*Reference available*

Led creation and iteration of web services and websites for the world's leading anatomical software developer.

- Worked with senior management on business strategies; product development, where web technologies were used; and communications with partners and press.
- Recruited and managed web team, with a focus on accessible user flows and speedy deployment.
- Engaged with stakeholders across the company, including app development teams when proposing and further developing integrated web technology solutions; legal for implementation of changes related to GDPR; and finance when founding the company's online store.
- **Awards & Recognition:** Apple Design Award 2016.

## EDUCATION + CERTIFICATIONS

### BA Political Science & Economics (II.I)

Trinity College, Dublin, 2014

### Certified Professional in Accessibility Core Competencies (CPACC)

International Association of Accessibility Professionals (IAAP), 2025

## TECHNICAL SKILLS

- |        |              |         |            |
|--------|--------------|---------|------------|
| • HTML | • JavaScript | • Rive  | • Git      |
| • CSS  | • React      | • Figma | • WCAG 2.2 |

## OTHER EXPERIENCE

### Contributing Writer, GCN Magazine

2019 - present

Contributor to website and magazine, largely around pop culture and community issues.

### Advisor, We-Consent Campaign

2019 - present

Member of the Advisory Group for the We-Consent campaign (run by Dublin Rape Crisis Centre), Ireland's first national consent campaign targeting all members of society to promote more conversation and better practices around sex and consent, with the aim of reducing sexual violence.

## INTERESTS + HOBBIES

- |                                   |                            |                              |
|-----------------------------------|----------------------------|------------------------------|
| • Coding and technology           | • Exercise and working out | • Lego building and design   |
| • Community work and volunteering | • Writing                  | • Film, TV, games, and music |