KASEY L. LABELLE, CPWA
LEADERSHIP · UX DEVELOPMENT
WEB ACCESSIBILITY · DESIGN

PROFESSIONAL EXPERIENCE

Manager, UX Front End Development · Boston Scientific · 09/2020 - Present

Manage a team of UX front end developers. Refine and prioritize work for internal teams and vendors based on strategy, data, and capacity. Architect and develop a design system and documentation site built with React, Contentful, and Netlify. Evangelize the adoption of the design system. Promote best practices for front end development and web accessibility. Iteratively develop policies, style system, and documentation for AEM editable templates and core components. Contribute to the development of RFPs and SOWs. Created a front end hiring process, code standards, and code review process. Partnered with the senior project manager to establish an SOP and JIRA Project. Set in motion a cross-functional partnership to develop, scale, and sustain a culture of digital accessibility. Analyzed website data, DEI questions, legal research findings, capability maturity models, and R&R matrices to inform the accessibility program strategy and develop the charter, roadmap, goals for 2021-2023, and recommendations for AOP & Strat Plan. Evaluated training partners. Selected offerings for instructor-led trainings. Defined role-based learning paths for self-paced online training.

Promoted from Lead UX Front End Developer to Manager of UX Front End Development in February 2022.

Designer, Developer, Project Manager · KLL · 05/2010 - Present

Manage projects from concept to completion. Quickly assemble fluid teams of trusted colleagues. Design and develop identity systems, print and digital materials, promotional items, and websites. Create and assemble personalized invitations, announcements, and favors. Prepare files for print production.

Senior UX Front End Developer · Epsilon · 10/2018 - 09/2020

Collaborated cross-product, -team, -discipline, and -location to bridge the gap between design and technical implementation. Inspired teammates to think differently to improve the user experience for all users. Prioritized work for the UX and product teams. Built Epsilon's component library from the ground up. Led multiple major product rebuilds. Rearchitected and refactored front end code across the product suite to comply with web standards and improve the UX, UI, accessibility, maintainability, and performance. Reduced external styles from 25,000+ lines of code to 2,400 lines of code in a legacy product. Defined and documented front end code standards and processes, acceptance criteria, and definition of done. Trained product teams on writing WCAG-compliant, scalable, maintainable front end code. Worked with product teams to integrate automated code quality tools. Curated front end development resources and created a series of webinars. Created a hiring process for UX Front End Developers that led to high-performing new hires in Boston and India.

Senior Software Engineer · Vistaprint · 04/2014 - 09/2018

Developed highly configurable, responsive pages and components that work seamlessly on all supported browsers across 20+ localized Vistaprint websites. Curated and led trainings on responsive design and front end web technologies. Mentored junior front end developers. Developed a micro frontend using React and SCSS to enable rapid UI experimentation. Utilized and contributed to the Vistaprint UI Library. Member of the Vistaprint Customer Experience Design Community.

Promoted from Web Designer and Developer to Senior Front End Developer in February 2015, and from Senior Front End Developer to Senior Software Engineer in May 2016.

Graphic Designer · JLL · 04/2012 – 03/2014

Created print and digital materials including logos, brochure systems, email campaigns, signage, websites, and new business pitch materials. Trained designers and operations team on brand standards, best practices, content management system, and writing basic HTML.

Graphic and Web Designer · Raskin Resources · 12/2008 – 09/2010

Initiated redesign of identity system and website. Designed business cards, flyers, newsletters, and print and web ads. Trained employees to create and update content.

SPEAKING EXPERIENCE

Speaker, The Impact of Accessibility, Digital Design Connect · Venture Café Providence · 02/2020
Panelist, Lesbians Who Tech Roundtable · Wentworth Institute of Technology WITa · 11/2018
Moderator, Out Leadership Panel · Lesbians Who Tech Boston · 11/2017
Panelist, Step Up and Be a Leader · ACT-W Boston · 07/2017
Panelist, Women in Careers Meet and Greet · Grafton High School · 01/2017

COMMUNITY ENGAGEMENT

Member · International Association of Accessibility Professionals (IAAP) · 09/2021 – Present
Volunteer · Out in Tech Digital Corps · 06/2020
City Director, Boston Chapter · Lesbians Who Tech · 03/2017 – 03/2020
Organizational Committee Lead, Pride ERG · Cimpress & Vistaprint · 03/2017 – 09/2018
Creative Committee Lead, Women In Technology ERG · Cimpress & Vistaprint · 01/2016 – 09/2018
Operational Member, Inclusion ERG · Cimpress & Vistaprint · 03/2018 – 09/2018

PROFESSIONAL CERTIFICATIONS

IAAP · Certified Professional in Web Accessibility (CPWA) · 11/2022

EDUCATION & TRAINING

Deque · IAAP WAS Certification Preparation 2.0 · 2022
Deque · IAAP CPACC Certification Preparation · 2022
Boston Scientific · People Leader Experience · 2022
Boston Scientific · Anti-Racism & Cultural History · 2022
O'Reilly · Thinking Like a Manager · 2019
Thinkful · Full Stack Flexible · 2018
Sitecore® · Sitecore® XP 8.0 Professional Developer Certification · 2015
Edward Tufte · Presenting Data and Information · 2014
American Graphics Institute · JavaScript · 2013
Future Media Concepts · HTML5 and CSS3 · 2013
American Graphics Institute · HTML Email Design · 2012
Salve Regina University · B.A. in Studio Arts with a concentration in Graphic Design · 2010

TECH STACK & TOOLS

HTML, CSS, SCSS, Less, WCAG, JavaScript, jQuery, UX, UI, responsive design and development, React, Angular, Razor, C#, ASP.NET MVC, npm, Redux, Node.js, Express, Contenful, AEM, Sitecore, MySQL, MongoDB, RESTful APIs, Mocha, Chai, Selenium, NUnit, Git, Subversion, GitHub, Bitbucket, Netlify, VSTS, Heroku, Travis CI, Jenkins, Terminal, Powershell, Command Prompt, GitBash, Agile, Kanban, Scrum, Adobe CS3-CC: InDesign, Illustrator, Photoshop, Sketch, Figma, Zeplin, Invision

CONTACT INFORMATION

617.971.8090 · KLL.DESIGN.DEV@GMAIL.COM · WWW.KASEYLLABELLE.COM