



## **KASEY L. LABELLE, CPWA**

**LEADERSHIP · UX DEVELOPMENT · WEB ACCESSIBILITY · DESIGN**

### **PROFESSIONAL EXPERIENCE**

#### **Manager, UX Front End Development · Boston Scientific · 09/2020 – Present**

Manage a globally distributed team of 5 UX Front End Developers, responsible for building Boston Scientific's design system, who achieved our 2022 KPIs 2 months early, exceeded our component delivery goal by 33%, exceeded our accessibility goal by 9% and the industry benchmark by 19%, earned a sustainability score that is 85% cleaner than the average, and delivered a cost savings of \$3.76M. Lead with empathy and curiosity while striving for excellence and efficiency. Provide strategic and operational consultations for development and accessibility. Grew capability 3x in first year as a manager by hiring, developing, and promoting staff. Earned a score of 99% on Spark Survey, outperforming the company average of 81%. Won 2 awards and received 7 nominations in 2.5 years. Established a cross-functional program to develop, scale, and sustain a culture of digital accessibility. Increased corporate website Lighthouse accessibility scores by 20% and WebAIM Million ranking by 466K, landing Boston Scientific in the top 25% of the top 1M homepages and surpassing competitors.

Promoted from Lead UX Front End Developer to Manager, 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. Provide web accessibility consultations. 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.

## **PROFESSIONAL EXPERIENCE, CONTINUED**

### **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 · 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 · Cimpres & Vistaprint · 03/2017 – 09/2018

Creative Committee Lead, Women In Technology ERG · Cimpres & Vistaprint · 01/2016 – 09/2018

Operational Member, Inclusion ERG · Cimpres & Vistaprint · 03/2018 – 09/2018

## **PROFESSIONAL CERTIFICATIONS**

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

## **EDUCATION & TRAINING**

Full Stack Flexible · Thinkful

BA, Studio Arts: Graphic Design · Salve Regina University

## **PREFERRED TECH STACK & TOOLS**

HTML, CSS, SCSS, WCAG, ARIA, JavaScript, React, Contentful, Netlify, GitHub, Bitbucket, Jira, Agile methodology, Sketch, Figma, Zeplin, InDesign, Illustrator, Photoshop

## **CONTACT INFORMATION**

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