



## Kasey L. Labelle, CPWA

Leadership · UX Development · Web Accessibility · Design Systems

### PROFESSIONAL EXPERIENCE

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

- Develop strategic plans and business cases for building and growing teams and capabilities
- Define technical and product strategy for the design system, increasing efficiency for design by 25% and development by 65%, and delivering an annual savings of \$3.8M
- Lead cross-functional teams developing and consuming the design system and React component library, filling manager, tech lead, accessibility specialist, and product owner roles
- Define KPIs and OKRs to measure adoption, satisfaction, impact, and ROI for the design system product team and progress and organizational maturity for the accessibility program
- Hired, developed, and promoted staff, doubling capability in first year as manager
- Earned People Leader Survey score of 99%, outperforming the company average of 81%
- Established a cross-functional program to develop, scale, and sustain a culture of accessibility
- Increased Lighthouse accessibility scores by 21% and WebAIM Million ranking by >572K
- Won 5 internal awards for innovation and collaboration, and received 11 nominations

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

- Design, develop, and produce identity systems, websites, promotional items, invitations, announcements, favors, and print and digital materials
- Provide web accessibility consultations
- Manage projects from concept to completion, assembling fluid teams as needed

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

- Led a team of 3 UX Front End Developers and mentored 7 teams of product developers
- Built the component library from scratch, assisted with implementation in 6 products, and advocated for a standardized product tech stack to increase value and efficiency
- Led multiple major product rebuilds, rearchitecting and refactoring front end code to improve the UX, UI, WCAG compliance, maintainability, scalability, and performance
- Reduced external styles from 25,000+ lines to 2,400 lines in a legacy product
- Established code standards and curated resources to elevate organizational knowledge
- Created a hiring process that led to high-performing hires in Boston and India

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

- Developed highly configurable pages and components used on 20+ localized websites
- Built a micro frontend using React and SCSS to enable rapid UI experimentation
- Utilized and contributed to the UI Library
- Mentored junior developers and led trainings on responsive design and web technologies

## PROFESSIONAL EXPERIENCE, CONTINUED

### Graphic Designer · JLL

04/2012 - 03/2014

- Created logos, brochure systems, websites, signage, campaigns, and pitch materials
- Trained teams on brand standards, content management systems, and 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

Digital Accessibility Chair, Global Cabinet, LEAD ERG · Boston Scientific

01/2024 - Present

Member · International Association of Accessibility Professionals (IAAP)

09/2021 - Present

Volunteer · Disability:IN Digital Accessibility Track Planning Committee

02/2023

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

Certified Professional in Web Accessibility (CPWA) · IAAP

11/2022

## EDUCATION

Full Stack Web Development · Thinkful

BA, Studio Arts: Graphic Design · Salve Regina University

## PREFERRED TECH STACK & TOOLS

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

## CONTACT INFORMATION

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