

Jennifer Beser



Baltimore, MD
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Experience

- 10+ years of experience in User Experience design with specialization in accessibility testing and reporting.
- Experienced in web modernization and utilizing diverse design technologies across sectors, including business, government, and military contracts.

Highly Skilled In

- UX / UI Design
- User Research: Surveys, Focus Groups, Workshops, & Interviews
- Accessibility, Usability & Smoke Testing
- Assistive Technology
- WCAG 2.2 Accessibility Guidelines & 508 Compliance
- Accessibility Audits, Reporting, Statements, & Patterns
- Semantics in Front-End Coding
- WAI-ARIA & ARIA
- Microsoft Office & Adobe Accessibility
- Design System Creation
- Web & Mobile App Design
- SAFe Agile Framework
- Data Visualization
- Wireframing Tools (Figma & Adobe XD)
- Heuristic Evaluation & User Testing
- Personas, Sitemaps & Use Cases
- User Stories & Journeys
- Low & High-Fidelity Prototyping

Technology

Adobe CC: InDesign, Photoshop, Acrobat, Bridge, Illustrator, Adobe XD, iMovie, Lightroom, DSLR, Arduino, Fritzing, Sublime, TextMate, Axure RP, Balsamiq, Jira, Confluence, Github Desktop, Microsoft Office, Teams, Colour Contrast Analyzer, Axe Accessibility, Wave, ColorZilla, Siteimprove, Arc Toolkit, Figma, HTML5, CSS3, Screen Readers: VoiceOver, Narrator, TalkBack, NVDA, Chrome Vox

Education

- Master of Science (MS) in Human-Centered Computing • University of Maryland, Baltimore County
- Bachelor of Fine Arts (BFA) in Graphic Design, Interactive Media • Maryland Institute College of Art
- Introduction to Web Accessibility Certificate • W3Cx
- Digital Accessibility Courses • Deque University

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Professional Experience

Kforce (contract – Thomas Jefferson University) MD

February 2024 – March 2024

Accessibility Tester

- Spearheaded the creation of one Compliance Accessibility Report for a premier university's website, detailing key information such as the specific webpage, section number, WCAG Success Criterion/Siteimprove issue name, assistive technology used, and level of importance (assessed by risk). These efforts aimed to enhance the website's inclusivity and broaden its user research.
- Developed an inclusive Accessibility Audit Mythology applicable to both web and mobile-based information systems. This methodology is designed to be portable and adaptable, ensuring its effectiveness for diverse users.

Deloitte (contract – Texas Commission on Environmental Quality) MD

April 2022 – April 2023

UX Researcher, Designer & Accessibility Specialist

- Led UX research, planning, design, and implementation, including accessibility testing, WCAG 2.2 and 508 compliance, and website modernization for government client with 2,800+ employees.
- Collaborated with cross-functional teams, including Project Managers and Business Analyst to implement wireframing, conduct stakeholder interviews, and deliver design and accessibility projects.
- Utilized the Agile framework in sprint cycles while meeting 100% of target goals.
- Created mockups in Balsamiq, led website planning (ex. Sitemaps), drove client surveys, gathered requirements, and moderated stakeholder and internal review meetings.
- Developed and implemented an organization-wide user guide with system processes and site navigation, which received positive feedback from client leadership.

Telos Corporation (contract) VA

September 2021 – February 2022

UX Designer

- Created designs in Figma and developed wireframes for risk management software utilized by large companies with annual revenues up to \$100B+.
- Presented Accessibility and Design System recommendations for the UI (Xacta 360 & Xacta.io's Propagation Utility), Enterprise Asset Report, and Common Vulnerabilities and Exposures (CVE) Report with an Asset Detail view.
- Partnered with UX Team Manager to meet 100% of project timelines during cycle sprints.

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Freelance (contract – Creative Circle) Remote

June 2020 – September 2021

UX Designer & Accessibility Specialist

- Planned and implemented UX Design, created Design System guidelines, and developed accessibility for digital products sold by an email marketing company with an annual revenue of \$10.5M+.
- Contributed accessibility into Design System to support users with color blindness.
- Gathered accessibility requirements, implemented 508 compliance.

Cyber Innovations (contract) VA

March 2020 – June 2020

Accessibility Tester

- Developed Compliance Accessibility Reports; showing the website page label, section number, WCAG Success Criterion, Assistive Technology, Level of Importance, and created Detailed Accessibility Reports for \$34B+ client (Salesforce - trailhead.salesforce.com) to expand user reach.
- Created Accessibility Audit Methodology portable to future clients in web and mobile-based information systems, authored analytical documentation, and developed UX training materials.

Yona-Brixtel (contract – Federal Aviation Administration – FAA) VA

April 2019 – March 2020

UX Designer & Accessibility Tester

- Used UX techniques to modernize and improve the Compliance and Enforcement Actions user interface for an internal website system within the FAA.
- Created Design Systems and trained UX Designers on design principles, usage, and updating.
- Designed wireframes and high-fidelity prototyping (using Balsamiq) for a team of Developers.
- Performed Accessibility, Usability, and User Acceptance Testing.
- Gathered requirements, created sitemaps, personas, and process flows.

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Additional Experience

Leidos (contract – U.S. Army) MD

March 2018 – November 2018

UX Designer

Robbins Gioia (contract – General Services Administration) DC

February 2016 – February 2017

UX Designer, Researcher & Accessibility Tester

Healthcare Interactive MD

September 2014 – March 2015

UX Designer

Adecco Group (contract – Johns Hopkins Applied Physics Lab) MD

March 2014 – July 2014

UX Designer

E-ISG Asset Intelligence MD

October 2013 – March 2014

UX Designer

Awards

Critic's Choice Art in City Paper for Photo Exhibit, Designs in MICA & Light Galleries, Dean's List, Published Photographer's Forum 2010 & 2018, International Photo Contest, and Published Black & White Magazine 2016, 2019, 2022, Winner of SE Center for Photography Contest, and NCOA Photography Contest