

Melanie Linares

Accessibility-Focused UX Professional & Product Designer | IAAP CPWA

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Experience

Accessibility Consultant

Level Access, January 2022 - Present

Engage with designers, developers, and stakeholders to understand unique project and compliance needs. Advise, verify, and provide methods to reach compliance regarding WCAG 2.0, 2.1, 2.2 standards – including Section 508 – for websites, apps, media, and documents through manual, functional, and automatic testing.

- Co-led the development and documentation of a new methodology, resulting in increases in consistency
- Through mentorship, improved efficiency and accuracy of teamwork and collaboration by over 50%
- Collaborated with the delivery team to successfully identify and retain at-risk clients
- Onboarded new and existing clients, resulting in recurring audit and remediation requests
- Nominated to position of client-specific SME (Subject Matter Expert)
- Decreased SLO through daily check-ins, intake work prioritization, and department-level Jira optimizations
- Consistently delivers complex projects ahead of schedule
- Contributes to a team culture that encourages open questions and self-improvement

Senior UX & Product Designer

Insight Inc., February 2018 – November 2021

Advised clients and developers on best practices within WCAG 2.0 and 2.1. Created and reviewed wireframes/prototypes built out components, and ensured applications delivered robust results. Wrote user tests according to application requirements.

- Mentored teammates and clients on accessibility and best practices and solutions
- Shared accessibility and JavaScript quarterly presentations, resulting in improved proficiency and workflows
- Co-developed global and regional accessibility go-to-market strategy
- Collaborated with cross-team designers on user flows, information architecture, and accessibility
- Resolved at-risk design and development tickets within the team
- Consistently delivered designs and applications under short turnaround restrictions

Frontend Developer

Value Printing, October – November 2017 (contract)

Work to establish a responsive design within the existing ecommerce site and branding. Implement a plan for content updates and testing.

- Implemented code refactoring to eliminate redundant markup
- Managed client relationships through regular project discussions, ensuring timelines and client satisfaction
- Mentored design and development team on source control

UX Product Designer

StayOnline LLC, September 2012 – September 2017

Led multiple web design projects through full lifecycle and advocated for accessibility issues. Projects included responsive, compatible, and accessible internal and external applications. Engaged directly with external teams on SaaS projects and solutions. Collaborated directly with junior designers/developers on implementing designs.

- Led US site responsive redesign and frontend development of the EU site

- Managed marketing web campaigns to support the Sales team in A/B testing
- Optimized branding guidelines for growing print/digital needs with accessibility standards
- Advocated for responsive design and accessibility directly to leadership team

Skills

Accessibility

- WCAG 2.0, 2.1, 2.2 compliance
- Manual, functional, and automated testing
- PDF Remediation
- VPAT/ACR authoring and review
- WAI-ARIA
- Section 508
- Assistive technology

Design

- Personas/user stories
- User experience testing
- Create wireframes, prototypes, test and iterate on designs
- Lead Design reviews and client/team discovery meetings
- Internationalization/globalization techniques
- Figma, Sketch, and modern prototyping tools
- Adobe Creative Suite/Cloud

Development

- Frontend web development
- Javascript/Vue/React
- HTML/CSS
- Code reviews
- Version control systems
- Content Management Systems (CMS)

General

- Collaborate with cross-functional teams and work independently
- Troubleshoot problems and client-specific issues
- Agile methodology
- Zendesk, Jira
- Microsoft Office Suite

Education & Certifications

Associate Degree in Web Technologies, Wake Technical Community College

Associate Degree in Digital Advertising & Design, Living Arts College

IAAP Certified Professional in Web Accessibility, 2023-2026

IAAP Web Accessibility Specialist, 2021-2026

IAAP Certified Professional in Accessibility Core Competencies, 2023-2026