ALISON HAYNES

User Experience Design | Digital Accessibility | Content Strategy | Business Storytelling

www.alisonhaynes.com

RECENT EXPERIENCE

Assistant Director, Digital Accessibility and Experience, Division of Information Technology

Kent State University | November 2022 - present | Kent, Ohio

- 2023-2024. Leading a data-driven UX effort for full redesign of Kent State's custom mobile app: managed designers, crafted accessibility checks within SDLC, user testing, focus groups, analytics review.
- Direct User Experience efforts: continuous improvement of Kent State's custom applications (KSUmobile and Flashline); research, testing and design for both Division of Information Technology and campus partners.
- Direct the continuous improvement of **Equal Access Cooperative** efforts: **Inside Equal Access newsletter** and the **E.A. Academy**. Newsletters regularly have over 50% open rate and total academy attendees surpass 2000 in four semesters.
- Monitor accessibility of procured technology, advance the accessibility of Kent State's entire digital footprint.
- Create and direct five person storytelling team in regular publishing of divisional interest and technical stories and social media content
- Set and maintain content cadence for CIO and other divisional communications,

Digital Accessibility Compliance Coordinator, Division of Information Technology

Kent State University | February 2020 - November 2022 | Kent, Ohio

- Coordinated systematic, enterprise-level accessibility improvement of Kent State's entire digital footprint: webpages, marketing, educational materials, software, applications, portals.
- Created the Equal Access Cooperative: campus departments partnering with the Digital Accessibility team on initiatives that focus on more equal access to the entire Kent State experience for all students and staff.
- Launched the Equal Access Academy, a semesterly carousel of trainings on accessibility awareness and digital accessibility practices. Over 800 attendees in 2022, our first year.
- Created and published "Inside Equal Access", monthly newsletter celebrating accessibility. 5000+ readers per edition, 64% open rate with students.

Area Coordinator, Residence Services

Kent State University | 2017 - January 2020 | Kent, Ohio

- **User Experience Design:** Created digital forms, web apps and workflows to reflect changing departmental processes
- **Business Adminstration:** Collaborated with divisional directors to deliver the best possible student care; Oversaw administrative needs of 1500+ residential students; Managed hiring, training, schedules and workflows for 25+ student staff.
- **Instructional Design:** Created and maintained all training materials, including online training module on customer care for 285 student staff; Mastered and taught all internal apps and programs for departmental use.

Systems Designer & Business Administrator

United Community School | 2014 - 2016 | Charlotte, North Carolina

- Partnered with principal and entrepreneur to open charter school
- Created data management tool for protected student information
- Coordinated financial, enrollment, and state/federal compliance and reporting
- Designed and maintained web page, print and online media

RECENT TEACHING

Adjunct Professor of User Experience Design, School of Information

Kent State University | Spring 2023 - present

Graduate and Undergraduate Courses:

- Usability
- Accessibility Evaluation and Universal Design
- Introduction to User Experience
- Researching the User Experience I & II

ACADEMICS

Kent State University

Master's of Science in User Experience Design, 2019, 3.99 GPA

Indiana University

Bachelor of Arts in Piano Performance, 1998, Magna Cum Laude

PRESENTATIONS

California State University Northridge (CSUN) Assistive Technology Conference, Los Angeles, CA, March 2023

"Partners Across Campus Launch Accessibility Training Academy"

California State University Northridge (CSUN) Assistive Technology Conference, Los Angeles, CA, March 2023

"Deploying Managers as Advocates of Accessible Content"

Midwestern Higher Education Compact's Technology Community Conference, Feb. 2021

"The Measurable Intersection Between Digital Accessibility and Efficiency"

SKILLS AND SERVICES

Clean, User-Focused Design · Digital Accessibility · Lean & Agile Development, Continuous Improvement · Content Strategy · Design & Delivery of Specialized Trainings · Accessible Print, Web, and Social Media · User Interviews & Testing · Interdepartmental Teamwork · Personas · Legal Compliance · Clear, Persuasive Communication · Wireframes