Alison Haynes, M.S., W.A.S.
Digital Accessibility Strategy | User Experience & Inclusive Design |
Accessibility Evaluation & Testing | Organizational Change

ALISON HAYNES, M.S., W.A.S.

Strategic Accessibility Consultant and IAAP **WAS–certified** professional with expertise in applying WCAG 2.2 AA across discovery, design, development, testing, and regression to create **inclusive digital experiences**.

Combines deep applied **technical expertise** and **Agile/SDLC integration** with exceptional **storytelling** and **communication** skills, informed by experience as a **UX professor**, to translate complex accessibility requirements into **clear, actionable solutions**.

Known for **embedding** with product, design, and engineering teams to identify and resolve accessibility gaps **prior to release**.

A **collaborative consultant** who influences stakeholders through relevant, achievable accessibility strategy, builds alignment across matrixed organizations, and advances accessibility maturity through relational capital, data-informed, role-based strategy, and **empathy** grounded in the **lived experience** of people with disabilities.

RECENT EXPERIENCE

Senior Accessibility Analyst, Workplace Investing — Fidelity Investments (Nov 2025–Present)

- **WCAG 2.2 integration —** Embed with UX, engineering, QE, and product teams to proactively apply WCAG 2.2 AA across discovery, design, development, testing, and regression.
- **Accessibility requirements & guidance —** Co-define accessibility requirements, success metrics, and product objectives with engineering and product partners while delivering rapid, user-centered guidance in fast-paced, ambiguous environments; increase issue detection prior to release.
- **Assistive technology–driven testing & problem solving —** Conduct manual and automated accessibility testing, applying iterative analysis to identify, triage, and resolve accessibility gaps throughout development, regression testing, and prior to release.
- **Cross-functional accessibility leadership —** Partner across product, technology, vendor, marketing, education, and business teams to improve accessibility of digital experiences for customers and internal team members, influence adoption of inclusive design practices, and ensure accessibility is embedded from discovery through launch using user research and data.
- **Data-Driven decision making—** Leveraged usability testing, analytics, and user research to identify accessibility barriers and prioritize fixes.
- **Accessible document governance** — Build and operationalize a document-accessibility program including audits, remediation, workflow redesign, and team training.
- **Accessibility education & storytelling** — Produce an internal accessibility newsletter offering role-specific guidance, tool insights, and user-centric narratives to influence adoption.
- **Vendor accessibility compliance** — Partner with procurement to integrate accessibility standards, audits, and contract language into purchasing and renewal processes.

Professor of User Experience Design — Kent State University (Nov 2022–Present)

- Teach graduate and undergraduate online courses in **Accessibility Evaluation**, **Universal Design**, **Usability**, **Intro to UX**, and **Digital Accessibility Ethics**.
- Develop curriculum emphasizing **user-centered design**, **assistive technology**, and **inclusive research practices**.

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Assistant Director, Digital Accessibility & Divisional Communications — Kent State University (Nov 2022–Oct 2025)

- **Enterprise accessibility strategy** — Led institution-wide accessibility initiatives across websites, applications, marketing, and learning systems, ensuring WCAG 2.1 AA, Section 508, and ADA Title II compliance.
- **Matrixed collaboration** — Directed the Equal Access Cooperative, a cross-campus partnership model advancing accessibility across academic and administrative units.
- **Accessibility training at scale** — Delivered 22 workshops to 3,000+ attendees on accessible documents, media, mobile/web practices, and digital accessibility strategy.
- **User-centric storytelling** — Authored *Inside Equal Access*, reaching 5,000+ readers with 64% engagement, translating technical accessibility concepts into actionable guidance.
- **Inclusive product development** — Guided UX redesign of Kent State's mobile app, embedding accessibility into agile sprints, usability testing, analytics, and student research. Conducted user-centered accessibility evaluations incorporating feedback from people with disabilities to guide design and engineering decisions.
- **Procurement accessibility reviews** — Evaluated VPATs/ACRs and advised on accessibility contract language for enterprise technologies.
- **Content accessibility leadership** — Managed a cross-functional team producing accessibility updates, technical articles, and AI-driven solutions for 5,000+ staff.
- **Information architecture accessibility** — Led full audit and redesign of the IT website (Drupal), improving navigation, content structure, and accessibility.

Digital Accessibility Compliance Coordinator — Kent State University (Feb 2020–Nov 2022)

- Developed accessibility review processes, documentation standards, and testing workflows to strengthen compliance.
- Embedded accessibility into SDLC and agile iterations through collaboration with product owners, UX, and engineering teams.
- Delivered campus-wide training and consultations to expand accessibility literacy across diverse stakeholders.

Area Coordinator, Residence Services — Kent State University (Aug 2017–Jan 2020)

- Designed digital forms and workflows improving departmental efficiency and usability.
- Built and delivered training materials and online modules for 285 staff, integrating accessibility and UX principles.

SKILLS & SERVICES

- Accessibility Standards: WCAG 2.1/2.2, ADA Title II, Section 504, Section 508, PDF/UA
- Accessibility Evaluation & Testing: JAWS, NVDA, VoiceOver, keyboard testing, screen reader testing, ANDI, automated testing tools, manual WCAG review
- User Experience & Research: User interviews, usability testing, personas, journey mapping, information architecture, inclusive research practices, Figma
- Technical: HTML5, CSS, Drupal, Jira, Agile/SDLC integration, Microsoft Office Accessibility, Adobe Creative Suite
- Consulting & Strategy: Accessibility strategy, accessibility audits, remediation guidance, procurement reviews, VPAT/ACR evaluation, accessibility training, stakeholder engagement, organizational change
- Communication & Leadership: Public speaking, workshop facilitation, accessibility education, strategic communications, cross-functional collaboration, content development

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ACADEMICS

Kent State University — Master of Science in User Experience, 2019, 3.99 GPA, Summa Cum Laude
Indiana University — Bachelor of Arts in Piano Performance, Magna Cum Laude

CERTIFICATION

Web Accessibility Specialist (WAS) — IAAP, Sept 2025

PROFESSIONAL SPEAKING AND TRAINING

Delivered 25+ accessibility trainings and conference presentations (including California State University Northridge Assistive Technology Conference—CSUN) on inclusive design, accessibility strategy, and implementation.