ASHLEY McWILLIAMS

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PROFESSIONAL SUMMARY

Senior UX Designer and Accessibility Engineer with 20+ years of experience in user experience design, front-end development, and accessibility compliance. Proven expertise in WCAG 2.1 AA standards, usability research, wireframing, prototyping, and design systems. Experienced leading cross-functional teams and mentoring engineers and designers in UX best practices, web standards, and assistive technology testing.

PROFESSIONAL EXPERIENCE

Law School Admission Council (LSAC)

Product Designer | November 2022 – July 2026

- Led product design initiatives supporting UX strategy, design system development, and cross-functional collaboration with 10+ engineering and QA teams.
- Apply accessibility-first design practices to ensure inclusive user experiences across 4 web and application platforms.
- Conducted qualitative experience research utilizing one-on-one interviews and focus groups to provide guidance for 3 new product ideas and enhancements to existing products and services.
- Established qualitative experience research practice and procedures, utilizing one-on-one interviews and small focus groups to provide guidance for 5 new product ideas and 2 existing product enhancements.
- Coded a React.js progressive web app to support the company's mission of inclusion and access.
- Became D2L Brightspace lead for new product development, including creating custom HTML templates and reports from exported data.

Accessibility User Experience Engineer | August 2021 – November 2022

- Coached React and HTML engineers and QA analysts on semantic code for accessibility and screen reader testing techniques, providing code when needed.
- Delivered written compliance and remediation reports to 3 development teams at various accessibility maturity levels.
- Conducted manual and automated accessibility audits using zoom and magnification, keyboard navigation, JAWS, NVDA, VoiceOver, and code review against WCAG 2.1 AA standards.
- Co-authored company-wide accessibility policies and checklists for documents, Web development, and procurement.

Blue Cross & Blue Shield of Mississippi

Senior Usability Engineer | October 2016 – August 2021

- Served as lead experience designer on a team that researched, designed, developed, and launched award-winning mobile apps (myBlue) for iOS and Android — recipient of the Hermes Platinum Award. Redesigned app increased satisfaction and user ratings within the App Stores by 2 stars.
- Owned UX responsibilities end-to-end: user research, analytics, wireframing, asset design for development, timeline coordination, acceptance testing, QA, and post-deployment review.
- Authored and maintained a custom design system and front-end coding standards for all company websites and applications across multiple audiences and platforms.
- Mentored front-end development and communications design teams in UX best practices, W3C web standards, and accessibility compliance.
- Designed new dashboards for medical clinic patient flow management interfaces used between providers and BCBSMS.
- Managed front-end development and mobile development team of 4 engineers.
- Implemented and utilized Google Analytics and Google Tag Manager to monitor site usage and identify potential issues or enhancement opportunities.

Verizon Wireless

Lead User Researcher & Research Coordinator | July 2014 – September 2016

- Scaled concurrent usability tests from 3 to 20 and reduced test turnaround to two weeks or less, significantly increasing company adoption of user research.
- Led a team of 2 in-house and 4 vendor researchers while managing 10+ concurrent projects across organizational groups.
- Developed test request processes, research tooling strategy, and company-wide education initiatives to embed a research-driven mindset in the Agile environment.
- Crafted test plans and scripts, launched remote tests, analyzed results, and presented findings to business stakeholders.

Front-End Developer | March 2013 – July 2014

- Collaborated with design teams and product owners to deliver high-quality user experiences on schedule.
- Hand-coded HTML, CSS, JavaScript, and jQuery landing pages and interactive experiences within Adobe Experience Manager (AEM).

PerfectVision Manufacturing

Lead Web Designer & Developer | October 2011 – January 2013

- Designed and developed a new global e-commerce web experience through direct collaboration with business owners to define audience needs and goals.
- Tech stack: HTML, CSS, JavaScript, jQuery, ASP.NET. Implemented and utilized Google Analytics to monitor site usage.

Dillard's

Lead UX Specialist | October 2004 – October 2011

- Led UX and design for mobile application and website in an Agile environment while mentoring four UX designers and developers on other Agile teams.
- Conducted accessibility and usability evaluations independently and created company-wide accessibility standards based on W3C WAI guidelines.
- Governed standards for product images and established standardized processes for image databases and image serving systems.
- Recruited, hired, and onboarded an e-commerce team — growing the team from 5 to 25, including copywriters, image editors, product owners, web designers, and front-end developers.
- Utilized Google Analytics, Adobe Analytics (Omniture SiteCatalyst), and TeaLeaf to monitor website engagement for enhancement opportunities or to catch issues early on.

SKILLS

- User Experience (UX) Design: wireframing, mockups, prototyping, design systems
- Web Accessibility: WCAG 2.1 AA, JAWS, NVDA, VoiceOver, keyboard navigation, semantic HTML, magnification and reflow
- Usability Research: moderated and remote usability testing, focus groups, card sorting, tree testing, surveys
- Front-End Development: HTML5, CSS3, React.js, Vue.js, responsive design, inclusive design
- Tools & Platforms: Figma, OptimalWorkshop, Trello, Jira, Azure DevOps, Mural, Miro, Adobe XD, Power Platform, Alchemer, Qualtrics
- Artificial Intelligence (AI): Figma Make, Claude, Perplexity, ChatGPT, Google Gemini, Vercel
- Agile Methodologies: Scrum, iterative design, cross-team collaboration
- Leadership: mentoring, team building, hiring, process development, standards governance, accessibility coaching
- Analytics & Optimization: landing page optimization, A/B testing, conversion rate optimization, Google Analytics, Google Tag Manager, Adobe Analytics (Omniture SiteCatalyst), TeaLeaf, Tableau, Power BI

CERTIFICATIONS & TRAINING

- User Experience Certification (UXC) – Nielsen Norman Group, Interaction Design Specialty
- Certified Usability Architect (CUA) – Human Factors International
- Certified User Experience Architect (CXA) – Human Factors International
- mini-MBA in Digital Marketing - Rutgers University

EDUCATION

Bachelor of Science, Management Information Systems — Arkansas State University, May 2004

Emphasis in Programming. Coursework: Web Design & Development, Organizational Behavior, Introduction to Psychology.