Kasey L. Labelle, CPWA

UX & Design Engineering Leadership · Design Systems · Web Accessibility

PROFESSIONAL EXPERIENCE

Manager III, UX Front End Development · Boston Scientific   09/2020 - 06/2024

- Defined technical and product strategy for the design system, increasing efficiency for design by 25% and development by 65%, and delivering an annual savings of $3.8M
- Led multi-disciplinary teams building and consuming the design system and React component library, filling manager, lead individual contributor, accessibility specialist, and product owner roles
- Defined KPIs and OKRs to measure adoption, satisfaction, impact, and ROI for the design system product team and progress and organizational maturity for the accessibility program
- Developed strategic plans and business cases for building and growing teams and capabilities
- Hired, developed, and promoted staff, doubling capability in first year as manager
- Earned People Leader Survey score of 99%, outperforming the company average of 81%
- Established a cross-functional program to develop, scale, and sustain a culture of accessibility
- Increased Lighthouse accessibility scores by 21% and WebAIM Million ranking by >572K
- Won 5 internal awards for innovation and collaboration, and received 11 nominations

Designer, Developer, Consultant, Project Manager · KLL   05/2010 - Present

- Design, develop, and produce identity systems, websites, promotional items, invitations, announcements, favors, and print and digital materials
- Provide web accessibility consultations
- Manage projects from concept to completion, assembling fluid teams as needed

Senior UX Front End Developer · Epsilon   10/2018 - 09/2020

- Led a team of 3 UX Front End Developers and mentored 7 teams of product developers
- Built the component library from scratch, assisted with implementation in 6 products, and advocated for a standardized product tech stack to increase value and efficiency
- Led multiple major product rebuilds, rearchitecting and refactoring front end code to improve the UX, UI, WCAG compliance, maintainability, scalability, and performance
- Reduced external styles from 25,000+ lines to 2,400 lines in a legacy product
- Established code standards and curated resources to elevate organizational knowledge
- Created a hiring process that led to high-performing hires in Boston and India

Senior Software Engineer · Vistaprint   04/2014 - 09/2018

- Developed highly configurable pages and components used on 20+ localized websites
- Built a micro frontend using React and SCSS to enable rapid UI experimentation
- Utilized and contributed to the UI Library
- Mentored junior developers and led trainings on responsive design and web technologies

PROFESSIONAL EXPERIENCE, CONTINUED

Graphic Designer · JLL   04/2012 - 03/2014
- Created logos, brochure systems, websites, signage, campaigns, and pitch materials
- Trained teams on brand standards, content management systems, and HTML

Graphic and Web Designer · Raskin Resources   12/2008 - 09/2010
- Initiated redesign of identity system and website
- Designed business cards, flyers, newsletters, and print and web ads
- Trained employees to create and update content

SPEAKING EXPERIENCE

Speaker, The Impact of Accessibility · Digital Design Connect   02/2020
Panelist, Lesbians Who Tech Roundtable · Wentworth Institute of Technology WITa   11/2018
Moderator, Out Leadership Panel · Lesbians Who Tech Boston   11/2017
Panelist, Step Up and Be a Leader · ACT-W Boston   07/2017
Panelist, Women in Careers Meet and Greet · Grafton High School   01/2017

COMMUNITY ENGAGEMENT

Member · International Association of Accessibility Professionals (IAAP)   09/2021 - Present
Digital Accessibility Chair, Global Cabinet, LEAD ERG · Boston Scientific   01/2024 - 06/2024
Volunteer · Disability:IN Digital Accessibility Track Planning Committee   02/2023
Volunteer · Out in Tech Digital Corps   06/2020
City Director, Boston Chapter · Lesbians Who Tech   03/2017 - 03/2020
Organizational Committee Lead, Pride ERG · Cimpress & Vistaprint   03/2017 - 09/2018
Creative Committee Lead, Women In Technology ERG · Cimpress & Vistaprint   01/2016 - 09/2018
Operational Member, Inclusion ERG · Cimpress & Vistaprint   03/2018 - 09/2018

PROFESSIONAL CERTIFICATIONS

Certified Professional in Web Accessibility (CPWA) · IAAP   11/2022

EDUCATION

Full Stack Web Development · Thinkful
BA, Studio Arts: Graphic Design · Salve Regina University

PREFERRED TECH STACK & TOOLS

HTML, CSS, Sass, WCAG, ARIA, JavaScript, React, Storybook, Contentful, GitHub, Bitbucket, Netlify, Jira, Agile, Kanban, Scrum, Sketch, Figma, Zeplin, InDesign, Illustrator, Photoshop

CONTACT INFORMATION

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