

JoAnna Hunt

I am an **advocate** for people who benefit from inclusive experiences. I love helping others understand their needs, and inventing ways to improve access for everyone. I obsess over customers through **empathy, understanding** and **action**.

<http://a11yjoanna.com> - joannahunt@gmail.com - 703.888.8420

Accessibility Manager – Blackboard Inc. (2015 – present)

Created the accessibility program at Blackboard to deliver **industry-leading technology** that supports critical teaching and learning scenarios for people of all abilities. Launched collaborative processes with product management, design, development, and testing functions to **embed accessibility practices** into the “DNA” of Blackboard’s culture. Trained the sales, support, and marketing teams to understand the **impact of accessibility in education** and enable customer retention and growth.

- Established, evangelized and implemented a **strategic vision for accessibility** that now drives product development practices around accessibility quality resulting in **5 product launches** with **WCAG 2.0 Level AA compliance** making learning more accessible for **millions of users**.
- Defined and implemented best practices, development guidelines, and **minimum requirements around accessibility** which have been adopted as **critical elements of product quality** across 30 product teams.
- **Drove specific universal access requirements** into 8 products by collaborating directly with product management stakeholders.
- Discovered and led business case development around **\$4M acquisition of accessibility technology** resulting in **game changing accessibility solutions** now available to all educators.
- **Invented a product health measurement** system for accessibility that is used to **set, monitor, and report on quarterly goals** for the accessibility program, also now adopted by the content, localization, and security teams.
- Managed over **30 accessibility audit projects** across 15 products, in a 12-month period, staying on time and within budget to deliver comprehensive results to agile product teams.
- Conceived, curated, and facilitated a **10-session track dedicated to accessibility** at Blackboard’s annual user conference which resulted in a global community of **over 500 customers and industry experts** collaborating about accessibility in education.
- Created a **framework and strategy around inclusive thinking** in the classroom. **Published and presented to over 1000 educators** in North America, the UK, and Latin America facilitating a conversation about shifting educator’s mindset and driving greater success for students with diverse needs.

Design Strategist & Designer – Blackboard Inc. (2008 – 2015)

Design Strategist (2012-2015), Senior Designer (2009-2012), Designer (2008-2009)

Defined a **vision and long-term direction** for Blackboard’s flagship education platform, Blackboard Learn. Drove product improvement and **led organizational change** as part of the User Experience leadership team. Advocated for the needs of all users **and envisioned and launched new experiences** in key teaching and learning workflows for teachers and students.

- Envisioned and designed the **re-imagination of the user experience** in company’s flagship learning management system, Blackboard Learn, with a focus on simple, modern, and accessible interactions. **Worked directly with the VP of Design** to gain project approval, implement, and launch in Spring 2014.

- **Mentored a team of 5 designers** in the creation of key workflows and end-to-end wireframes to communicate design intent, resulting in **collaborative and efficient communication with over 200 developers**.
- **Led re-architecture of Blackboard Outcomes** products to solve specific customer problems in institutional assessment, activity reporting, and evidence-based decision making processes, resulting in increased efficiency in program assessment for over 200 program coordinators in higher education.
- **Invented a patented user experience** to efficiently map standards in K-12 school districts, **saving countless man-hours** in manual remapping and reporting efforts for **hundreds of school districts**.
- Established **personas; and best practices around accessibility** leading to the world's first **LMS certified for non-visual access by the National Federation of the Blind**, also awarded for "**groundbreaking work and innovation in accessible technology**" for continued work within subsequent releases.
- Developed a **practical assessment of product experiences** based on customer evaluations against a set of **design principles** and used the results of these assessments to help engineering and quality assurance teams empathize with the needs of users.

Prior Experience

Associate Product Manager – Blackboard Inc. (2006-2007)

Technical eLearning Specialist – Seneca College (2004-2006)

Application System Administrator for Blackboard – Seneca College (2000-2004)

Services & Awards

Recognized by DCFemTech: **Powerful Woman Designer** (2016)

Organizer, DC Accessibility Meetup (since 2015)

Member, DC Web Women (since 2014)

Pragmatic Marketing Certification (2010)

Accessibility Publications (2016)

[Accessibility in Education](#) (Blackboard Blog series)

[How does accessibility apply to education in today's world?](#) (published in eLearn Magazine)

10 common mistakes made by developers getting started in accessible technology (BbWorld16)

Sustainability wins. Establishing successful accessibility programs (CSUN 2016)

Building the best experience. The value of inclusive user testing (CSUN 2016)

Opening doors for Learners with disabilities (EDUI 2016)

Education

3-year diploma Computer Programmer/Analyst - Fleming College, Canada