

Accessibility and DE&I Leader

- Strategic Accessibility leader with a demonstrated history of establishing processes and procedures to ensure digital equity for all users.
- Passion for integrating Accessibility and Diversity, Equity, and Inclusion initiatives to propel technologies forward
- Thorough knowledge of accessibility standards and compliance requirements (includes ADA, Section 508, WCAG 2.x, EN 301 549, AODA, EAA, and other International accessibility requirements)
- Driven mentor who provides training, coaching, and professional development to nurture and promote the professional growth of others
- Certified Professional in Accessibility Core Competencies (CPACC) through the International Association of Accessibility Professionals (IAAP)

Professional Experience

Director, Accessibility Consulting and Strategic Solutions | Magic EdTech

August 2021-present

- Drive growth of Accessibility Practice by 183% in the second half of FY 2021; additional growth of 142% in FY 2022
- Create new revenue streams through accessibility training and expansion into European markets in FY 2023
- Advocate for accessibility inclusion within diversity, equity, and inclusion initiatives through presentations at accessibility industry forums and conferences
- Provide strategic direction and solutions to support the delivery of accessible products and platforms for clients in education, technology, government, public, and private industries
- Complete and communicate the results of accessibility audits, VPATs, and ACRs to prioritize and refine client roadmaps

Product Manager, Accessibility | McGraw Hill Education

January 2020-August 2021

- Defined and led a business strategy for accessibility compliance across all K-12 programs and portfolios
- Led K-12 business unit accessibility on diverse, cross-division working team for internal authoring and technology platforms
- Developed and executed a business-wide training program for general and role-specific accessibility processes
- Advocated for accessibility within all programs and communications within K-12 business unit
- Provided direct and consistent communications on product accessibility among product, technology, sales, and customer support teams
- Maintained a thorough understanding of WCAG standards and ADA/Section 508 requirements
- Cultivated relationships to inject accessibility awareness across all DE&I conversations within McGraw Hill
- Collaborated with PMO leaders to ensure accessibility tasks were included throughout the product development process

Erin Evans, CPACC

Manager, Digital Production Design and Strategy | McGraw Hill Education

February 2018 – January 2020

- Developed, implemented, and governed new workflows that supported the Agile development of digital products to reduce production time and budget by 10%
- Remotely managed digital production designers by strategically allocating responsibilities to the strengths of each team member
- Strategized with cross-functional teams to make informed, research-based decisions to drive the production of educational products for K-12 users
- Ensured digital products met Universal Design for Learning, accessibility, and academic integrity standards
- Accurately forecasted multiple projects and reallocated resources as needed to stay within budget

Product Manager, Interactive Authoring Tools | McGraw Hill Education

February 2017 – February 2018

- Collaborated with K-12 cross-functional teams to define development needs and prioritize gaps within a proprietary digital authoring platform
- Followed Agile development methodology for product development by documenting requirements, writing user stories, establishing acceptance criteria, and facilitated and participated in user acceptance testing and QA testing to support continuous improvement throughout the SDLC
- Led the Digital Development Team to present and clarify development product requirements, blockers, and solutions for K-12 product authoring teams

Academic Designer | McGraw Hill Education

December 2015 – February 2017

- Led a cross-functional team to complete an Elementary Social Studies program which earned more than 80% market share and brought in \$20+ million in sales
- Provided solutions and developed efficient processes for product development best practices
- Trained Sales staff on program components and helped to develop sales message for the K-12 Florida Social Studies adoption cycle

Prior Experience

- Editorial Consultant | McGraw Hill Education
- Specialist, Bids and Contracts | McGraw Hill Education
- Editor, School Solutions Group | McGraw Hill Education
- Project Manager | Show What You Know Publishing
- Production Editor | McGraw Hill Education

Computer Skills

JAWS and NVDA; Microsoft Office365 applications; GSuite; Adobe Creative Suite, Adobe InCopy and K4 management system; Oracle, JIRA, Asana, SmartSheet, content management systems; knowledge of MathType, MathML, LaTeX, .css, JavaScript, and .html; PC and Macintosh systems

Erin Evans, CPACC

Education

Bachelor of Arts – English. Otterbein College. Westerville, Ohio
Magna Cum Laude

Other Achievements

- Credentials:
 - Prompt Engineering for ChatGPT (Coursera) August 2023
 - DEI Foundations Workshop (Hummingbird Humanity) May 2023
 - Artificial Intelligence Foundations (LinkedIn Learning) May 2023
 - Marcy Sutton Testing Accessibility Program, March 2023
 - WebAIM Accessible Documents Course, December 2022
 - CPACC, August 2000
 - Code Academy, 2017
- Presenter:
 - John Slatin AccessU, May 2023
 - Accessing Higher Ground Conference, November 2022, November 2023
 - CSUN Assistive Technology Conference, March 2022
- Awards:
 - Chairman's Award for Performance Excellent, 2021, 2022
 - Employee ACE Awards (Quality and Innovation), 2011, 2016
- Volunteer:
 - Contributing Member, 1EdTech Accessibility Task Force (March 2022-present)
 - Leader, Academic Integrity Training, June 2016
 - Membership Chairwoman, Women's Initiative for Networking Success (WINS), 2013
 - Docent, Columbus Zoo Docent Association, April 2010–February 2013