Brea Blackwelder

brea11y.com | breablackwelder@gmail.com | (901) 501-7048 | linkedin.com/in/brea11y

Summary

Passionate UX/UI Designer specializing in **accessible websites and mobile apps**. Skilled in **WCAG** and **Section 508** compliance, **user research,** and **design systems**, with a strong track record of improving digital accessibility for diverse audiences.

Experience

Senior UX Accessibility Designer

Ad Hoc LLC | May 2022 – Present | Washington D.C. (remote)

- Lead UX design and accessibility initiatives for the **VA: Health and Benefits mobile app**, ensuring usability for millions of Veterans.
- Conduct **accessibility audits, testing, and compliance reviews** to align with **WCAG and Section 508** standards.
- Develop and maintain **UX and accessibility documentation, checklists, and test plans** for scalable implementation.
- Collaborate with **VA stakeholders, advocacy groups, and design system teams** to drive inclusive design improvements.
- Created **mobile-specific accessibility guidance**, filling a gap in official standards for native applications.

Senior Web Designer

EverCommerce | June 2018 – May 2022 | Tampa, FL (remote)

- Designed **accessible websites** for B2B and B2C industries, including **home improvement and healthcare**.
- Led **web accessibility initiatives**, introducing **company-wide training, audits, and compliance processes**.
- Developed **wireframes, prototypes, and design systems** to enhance usability and brand consistency.
- Created marketing assets for **print, digital, and advertising campaigns.**

Education

BFA, Graphic Design, 2015
Sanford-Brown College

Skills

Accessibility & Inclusive Design (Native Mobile & Web, WCAG, Section 508)

UX/UI Design (Wireframing, Prototyping, Usability Testing, User Research)

Branding & Identity

Front-End Development (HTML, CSS, WordPress)

Tools

Figma

Adobe Creative Cloud

Webflow

Mural

WordPress

React Native

Balsamiq

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Graphic Web Designer

University of Mississippi | April 2016 – May 2018 | Oxford, MS

- Designed and developed **accessible websites** for high-profile university departments.
- Built multiple custom, **Level AA-compliant WordPress themes** to be used across the university's web network.
- Led **client consultations and UX strategy**, ensuring compliance with accessibility best practices.
- Designed **email marketing templates** and digital assets to support university communications.

Art Director

PeakBiety | June 2015 – April 2016 | Tampa, FL

- Managed **branding, web design, and marketing projects**, overseeing print and digital assets.
- Led **website design and development**, serving as the agency's accessibility and UX specialist.
- Provided **project management and mentorship** to interns.

Freelance Graphic & Web Designer

Breazy Design Co. | 2010 – 2020

- Designed **custom WordPress websites** and branding for **authors, bloggers, and small businesses**.
- Created **book covers, marketing materials, and social media graphics** to support a variety of campaigns.
- **Managed client projects** from concept to completion.