

# Matt Isner

PRODUCT DEVELOPER & ACCESSIBILITY EXPERT

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## EXPERIENCE

### Deque Systems, Inc., Ann Arbor, MI — *Web Developer*

May 2020 - present (4 months)

- Product Developer
- Researcher

### Deque Systems, Inc., Ann Arbor, MI — *Product Owner/Manager*

November 2018 - April 2020 (1 year, 6 months)

- Roadmap planner
- Release manager
- Backlog groomer
- Resource allocator
- Scrum leader

### Deque Systems, Inc., Ann Arbor, MI — *JavaScript Developer*

September 2013 - November 2018 (5 years, 2 months)

- Product developer
- Embedded developer (development services)
- Content creator
- Accessibility expert

### Vanderbilt University, Nashville, TN — *Digital Imaging Specialist*

June 2012 - September 2013 (1 year, 5 months)

- Application developer
- Image editor

## PROJECTS

### WorldSpace Comply — *Product Owner/Manager*

*A web application (on-prem & SaaS) capable of spidering customer websites and performing accessibility analysis on their content.*

With the help of my leadership, we dramatically increased our release cadence and restored customer confidence in the product.

Duties included:

- Define the product roadmap using stakeholder input

## BUSINESS SKILLS

Product Management,  
UX Research, Data Analysis,  
Telemetry

## TECHNICAL SKILLS

JavaScript, HTML, CSS, C#, PHP  
React, Pug, Angular.js  
Node.js, Express.js  
MongoDB, MySQL  
Stylus, SASS/SCSS  
Unity, Adobe CS  
Git, Jira

## AWARDS

**2019 Core Value Ambassador,**  
Product Development Group,  
Deque Systems, Inc.

**June 2019 Deque All-Star,**  
Deque Systems, Inc.

**June 2016 Deque All-Star,**  
Deque Systems, Inc.

**2015 Core Value Ambassador,**  
Deque Systems, Inc.

**May 2015 Deque All-Star,**  
Deque Systems, Inc.

## PRESENTATIONS

**Combining Automated  
Testing Tools with  
Comprehensive Audits,** CSUN  
Assistive Technology

- Lead scrum ceremonies for a team of 8-10
- Allocate resources to effectively meet team goals
- Coordinate resources among different groups within the organization
- Improve testing and deployment procedures

For more info about Comply, visit the [product website](#).

### **Automated Tool Coverage Analysis — Analyst/Researcher**

*A data analysis project intended to understand and illustrate the level of coverage that Deque's automated testing tools can provide relative to the distribution of accessibility issues found in real-world websites.*

Duties included:

- Analyze product features
- Understand accessibility requirements
- Calculate coverage percentages using custom data queries

### **WorldSpace Attest — Developer**

*A suite of developer-oriented tools used to automate accessibility testing, including a browser extension used to perform automated accessibility testing in the browser.*

In addition to being a contributor to several of the suite's tools, I was instrumental in the prototyping and development of a feature that anticipated Microsoft's [Accessibility Insights](#) project.

Duties included:

- Create & review pull requests
- Create & update unit tests
- Feature prototyping (resulted in the [Page Insights](#) utility)

For more info about Attest, visit the [product website](#).

### **WorldSpace Assure— Developer/Content Specialist**

*A web application (on-prem & SaaS) used to guide manual QA testers through the process of performing accessibility assessments.*

I contributed to the product's initial codebase. I also applied my accessibility domain expertise to create a revised manual testing methodology that made manual testing more efficient and less error-prone.

Duties included:

- Create & review pull requests
- Create & update unit tests
- Create content to guide manual testers through assessments in accordance with the W3C's [Web Content Accessibility Guidelines](#)

For more info about Assure, visit the [product website](#).

Conference, March 15, 2019

**Introduction to axe**, GAAD Meetup, May 17, 2018

### **Inclusive Design**

**Fundamentals for Web and Mobile**, All-Day Workshop, CSUN Assistive Technology Conference, February 27, 2017

### **Stump the Accessibility**

**Expert**, CSUN Assistive Technology Conference, March 1, 2017

**Introduction to Accessible Rich Internet Applications (ARIA)**, Refresh Detroit, July, 2016

### **Spotlight on Accessibility Innovations in Large Organizations**

Panelist, M-Enabling Summit, June 14, 2016

### **Accessibility for User Experience Designers**

CSUN Assistive Technology Conference, March 24, 2016

### **Axelate and Design Comp Accessibility Annotations**

Deque Momentum, January 21, 2016

## **PUBLICATIONS**

### **Accessibility for User Experience Designers**

[Deque Blog](#), October 6, 2016

### **Translating Accessibility Issues Into Agile Solutions**

[Deque Blog](#), April 21, 2016

## **The Deque Way—Developer/Trainer**

*A library of manual testing procedures used to perform accessibility testing on various platforms (web, native mobile, PDF, etc).*

I migrated this library from a MODX CMS, which was already being used to support the organization's educational platform, to a stand-alone repo and developed build processes to enable better collaboration, versioning, and distribution methods.

Duties included:

- Create & maintain the project
- Train accessibility subject matter experts to collaborate using traditionally developer-oriented tools (Git, GitHub, etc.)

## **Alaska Airlines— Embedded Accessibility Program Manager**

I spent nearly twenty weeks in Seattle over the course of a year helping the Alaska Airlines development division organize a massive accessibility remediation effort.

Duties included:

- Pair-programming with developers on-site and remotely
- Organize the inventory and assessment of Alaska's entire customer-facing web property
- Interpret and apply [Air Carrier Access Act](#) legislation to existing digital assets

## **Project X— Developer**

*A prototype project that explored the possibility of enabling customers to create their own JavaScript accessibility fixes using a point-and-click wizard rendered through a browser extension. The browser extension was supported by an Express.js server and MongoDB database to manage user accounts and organization data.*

Duties included:

- Create & review pull requests
- Create & update unit tests
- Design user interface solutions

## **WorldSpace Amaze— Developer**

*A development service that provides customers with custom JavaScript libraries that fix accessibility issues when executed in the client's JavaScript runtime environment.*

Duties included:

- Create & review pull requests
- Interpret & apply expert recommendations for fixing accessibility issues

**Accessibility Testing with the NVDA Screenreader,**  
[Deque Blog](#), April 19, 2016

## **CERTIFICATIONS**

**Certified Professional in Accessibility Core Competencies (CPACC),**  
International Association of Accessibility Professionals (IAAP), June 2016

For more info about Amaze, visit the [product website](#).

## **Digital Media Management Library (DIMLI) — Developer**

*A web application designed for the academic visual resources community to facilitate the cataloging of cultural images.*

I created this application while working in the Department of the History of Art at Vanderbilt University to fill a need within my own department, but it eventually was picked up and used by other groups on campus. Other institutions expressed interest as well, and I performed a handful of demos that were well-received.

Duties included:

- Develop the application
- Acquire and integrate the Getty Research Institute's [controlled cultural vocabularies](#)
- Socialize the application internally and externally

For an overview of the application's basic functionality, watch this [quick video](#).

## **EDUCATION**

### **Penn State University, State College, PA— *M.A., Art History***

2006 - 2012

Left midway through my Ph.D. dissertation, after completing candidacy and comprehensive exams, to concentrate on web development.

### **Wayne State University, Detroit, MI — *B.A., Art History***

2000 - 2005