



“Kim provides something unusual in my estimation. Because of her broad experience in the web industry, excellent ability to communicate, educate and the depth with which she approaches her work and life she really stands out to me as a singular resource.”

FAT EYES Web Design

Kim Krause Berg

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Creative Vision Web Consulting, LLC

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Objectives

Consultant with 23 years' experience available for remote part-time consulting projects. I specialize in website usability, accessibility, information architecture and mobile design web site standards audits and testing. Cross trained in UX/UCD/UI, Conversions, Mobile, IA, Accessibility, SEO, Software QA.





Shari Thurow

September 9 at 11:59am 🌐

Kim, you are truly a gift to the Usability/UX, Accessibility, and Search industries. Thank goodness you share your insights and intelligence with us.

Professional Profile

Twenty-three years' work experience in user interface and user experience design, usability testing, user testing, conversions/persuasive design, accessibility compliance (WCAG2.1 and Section 508), information architecture, mobile device testing and design, user personas, requirements gathering and documentation, software QA testing, organic search engine optimization, conference speaker, columnist, community founder and usability course tutor. Excellent client communication skills and team worker.

- 2019 – 2020 Working towards IAAP Accessibility Certification at Deque University
- Certified in Accessibility Fundamentals, Guidelines and Law, June 2019
- Columnist, Search Engine Journal; focus topics are accessibility, usability and conversions
- Founder, Cre8asiteforums – acquired by Internet Marketing Ninjas, 2012; sold back December 2017; closed May 25, 2018
- Previously “The User is Out There” columnist for Search News Central; focus on accessibility, H.R. 620, user experience topics
- Tutor, Web Site Usability – SearchEngineCollege.com, 2004 – 2016 (School closed.)
- Founder, Cre8pc.com, 1996 – 2012, SEO teaching site
- President, Creative Vision Web Consulting, LLC (formerly Cre8pc) (2014 to Present)

- Writer on web site usability and search engine marketing topics, since 1998 for all the top publications
- Speaker at PUBCON, SMX, SES, Search Camp Philly, Vermont Marketing Association, We Build Pages training videos, American Marketing Association Webinar
- Featured in various industry podcasts, Webmaster Radio and video interviews
- Independent Consultant and Business Owner
- Stellar record of awards, industry recognition and achievements
- Voted one of the Top Leading Moms in Business, 2009
- Skills HTML5, CSS3, Photoshop CC, Atom, Gutenberg, Dreamweaver, Notepad++, Foundation, PineGrow, JavaScript, Bootstrap 3, WordPress,
- Slickplan, Balsamiq, Jing, Snag-It, Mavenlink, Teamwork, Basecamp
- Rational (IBM) QA Software ReqPro, ClearQuest, Camtasia, Rational Unified Process, Drupal, Lighthouse
- Requirements gathering and documentation, test plans, test cases for software testing
- Loop11, CINT, Usertesting.com, Hotjar, Google Forms, Trello, JIRA, Google Hangouts, video editing, PowerPoint, Zoom
- Conference speaker, workshop presenter, columnist, blogger, writer
- Accessibility testing with WAVE, Tenon, FAE, Axe, Apple and Android screen recordings, manual
- Google Analytics, eye tracking, click tracking, Bing Webmaster Tools, Google Webmaster Tools
- Online forums software, management and maintenance
- Mobile emulation testing, mobile manual testing
- Content mapping, journey mapping
- Taxonomy research, information architecture, access to research and data provided by the Association for Information Science and Technology

Links

[Facebook – Professional](#)

[Twitter](#)

[LinkedIn](#)

[SlideShare](#)

[My Credentials](#)

Experience

Creative Vision Web Consulting, LLC (Previously known as Cre8pc.com, established 1996)

July 2014 – Present

June 2019 – Present; Sr. Consultant, **Hochman Consultants, LLC**; part-time

Usability, Accessibility and User Experience Analyst and Website Consulting

Achievements & Skills:

- Was assigned to perform accessibility and usability testing in 2010 for the state of Pennsylvania's various state websites.
- Manage staff of experts in digital marketing and web design.
- Conduct enterprise-level web site usability site audits, user testing, accessibility and mobile device testing.
- Requirements gathering and documentation.
- Host reseller for ICDsoft.
- WordPress design and maintenance.
- Partnered with marketing agencies who need a usability expert.
- Assist with web and application design for all types of websites including ecommerce, finance, travel and education.
- Provide support to clients in the midst of redesign or scoping out new projects.
- Conduct user testing and evaluating results.

- Able to provide balanced insight into conversions design in combination with search engine marketing and social media marketing strategies.
- Various certifications in Human Factors, Usability, Bootstrap 3.0, and more.



"In the Fall of 2014, a national search for a Usability Consultant was conducted to assist in the assessment of web-based educational materials stipulated in the Department of Education HIS-STEM grant award. Ms. Krause Berg was selected based on her answers to the phone interview, long and varied experience in usability consulting and familiarity with assessing web-based educational materials."

A screenshot of a Facebook post. The post is from Alan Bleiweiss, dated May 12 at 6:52pm. The text of the post reads: "And once again, Kim Krause Berg comes through in helping me become better in my work, regarding web accessibility testing. For anyone who doesn't know about, consider or realize the critical importance of having web sites comply with web accessibility guidelines or regulations, I highly encourage you to learn about the concept and its importance. And reach out to Kim if/when you need guidance!"

 **Alan Bleiweiss**
May 12 at 6:52pm · 🌐

And once again, Kim Krause Berg comes through in helping me become better in my work, regarding web accessibility testing. For anyone who doesn't know about, consider or realize the critical importance of having web sites comply with web accessibility guidelines or regulations, I highly encourage you to learn about the concept and its importance. And reach out to Kim if/when you need guidance!

Internet Marketing Ninjas, Clifton Park, NY
2012 – July 2014

Usability and User Experience Analyst

Achievements:

Developed web site usability testing services and procedures including accessibility standards compliance, mobile device testing, methodology for conversions and persuasive design audits, information architecture and usability standards. Adapted deliverables to existing company procedures and target clients. Large scale web sites required full audits, new information architecture and redesign. Trained sales and SEO department team members in usability basics.

- Conducted shopping cart user interface, user experience, functional and error message testing.
- Led discovery and definition process to translate client current practices and business objectives into functional and technical requirements with an overall user experience design for web-based projects.
- Conference speaker and blogger
- Wrote *The Secret to Natural Website Conversions and How to Pump Up Your Website For Increased Conversions*
- Specialized in adding persuasive design techniques to online marketing strategies
- Landing page design
- Web site redesign



"Every service we've had Internet Marketing Ninjas consult on has been great, but the user experience design and conversion optimization advice from Kim Krause Berg was especially excellent. Implementing her suggestions helped us get a huge lift in both organic views and conversions. We are on our way to our most successful year ever and we have Internet Marketing Ninjas to thank!" Chris P.

Cre8pc.com, website and brand
1996 – 2014 (Rebranded)

UsabilityEffect.com, website
2004 – 2009

Cre8asiteforums.com – Founder and Owner
1998 – 2012; 2017 – Present

Over 20 Years Skills Overview



"You've exceeded my highest expectations for what a professional can do." --Rand Fishkin, CEO, Moz.com

Achievements:

Worked with clients or sub-contracted to agencies who hired me to research and define client current practices, web site status, and business objectives to put into usability compliance, functional and online marketing requirements. Performed web site usability audits and various user experience and functional testing, with recommendations and specific action items. Developed proprietary methodology for all website audits and discovery processes with clients and business partners.

- Business Ownership
- Rational (IBM) QA software; ReqPro, ClearQuest Rational Unified Process
- Project Management
- Columnist/Writer
- Web Design
- Web Design and SEO Forums Founder
- Usability consultant on book, "Search Engine Optimization with PHP"; listed in credits, 2007
- Contributing writer for "Search Marketing Standard" on design topics, 2007
- Launched UsabilityEffect.com, 2004
- Founder and Administrator for Cre8asiteForums.com, 1998
- Co-founded Cre8asite.net Directory, 2003
- Launched the Cre8pc Usability and SEO Blog, 2002
- Co-moderator for Small Business group in Yahoo, 1998 – 2002

- Developed a self-study web site usability course for The Search Engine College, 2004; Tutor at the college
- Speaker: Usability Workshop for High Rankings Search Engine Marketing Conference, 2004
- Press reporter, Danny Sullivan and Jupiter Media Search Engine Strategies Conference, New York, March 2005
- Publisher of two e-publications on usability and conversions
- Yearly speaker for Search Engine Strategies Conferences on SEO And Usability
- Year speaker on SEO and Usability topics for Search Marketing Advanced, Third Door Media
- Speaker on SEO and Usability topics for Search Camp Philly, 2008, 2009
- Published articles on SEO or Usability for Search Marketing Standard, Web Site Magazine and SES Conference magazine
- Guest articles written for numerous blogs, including Search Engine People, High Rankings, Search Engine Roundtable and Blizzard Marketing
- Author for Monthly column for Search Engine Land on SEO and Usability topics

Responsibilities:

- Business owner, sole proprietor
- Web site usability and accessibility testing
- On page organic SEO and keyword performance
- Mockup reviews for SEO, IA, UX
- Applications Requirements documentation
- Shopping cart and forms functional and QA testing
- Establishing Partner companies
- Requests for Quotes
- Referrals to search engine optimization and marketing companies
- Columnist for SEO/SEM and usability industries
- Industry book reviewer
- Forums administration for worldwide staff of site administrators and moderators

VerticalNet, Horsham, PA
January 2000 to May 2002

Quality Assurance User Interface Usability Engineer

Achievements:

- Promoted from User Interface Design Engineer to QA Testing UI
- Steered company towards scrapping unusable \$150,000 outsourced design
- Influential in many design decisions pertaining to end user satisfaction
- Mentored by Human Factors PhD. in web site human computer design
- Awarded company recognition for "Outstanding Effort" on the "Hermes" software testing project

Responsibilities:

- Software functional testing for Internet applications
- User interface quality assurance testing
- Writing test plans and test cases
- Documentation of all web site design user interface
- Quality assurance liaison to Project Management team
- Assist in design for 60 web sites
- Consult on search engine optimization

Unisys, Bluebell, PA
March 1998 - January 2000

Web Designer (Contract position)

Responsibilities:

- HTML and graphics design for three global company Intranets
- Final reviewer before push to Production
- Documentation of Intranet web site guidelines
- Overall general web site maintenance

Boucher Communications, Fort Washington, PA
September 1996 – January 1998

Web Administrator

Responsibilities:

- Designed and maintained 13 web sites for High Tech and Vision Care industries
- Search engine optimization and submission to search engines and directories
- Handled banner placement and records tracking via Ad Juggler software
- Converted print publication content to web via Quark software
- Animated graphics

Education

Certifications:

Several certification courses at Udemy including Bootstrap 3.0, Photoshop CC, HTML5, CSS3, Responsive Design, Google Analytics

Certification: User Centered Design, User Centered Design II, Human Factors – Interaction Design Foundation

On-site Human Factors and Software QA Testing Training, VerticalNet

Bucks County Community College, Newtown, PA 1979 – 1981, Journalism

Associations

Member of the American Society for Information Science and Technology (ASIS&T)

Member of the International Association of Accessibility Professionals (IAAP)

Member Information Architecture Institute

Member of Interaction Design Foundation (IDF)

Usability Professionals Association (UPA)

Previous, President, Penridge High School Football Booster Club
Previous Member, Catalyze Organization
Previous Member, Penridge Chamber of Commerce
Previous Member and Webmaster, Penridge Little League

Industry Coverage

A *sampling* of publications that Kim has written on web site usability, accessibility and search engine optimization:

Search Engine Journal, Search News Central, Internet Marketing Ninjas, Searchenginepeople.com, Webmaster Magazine, CorporateWebsite.com, SearchEngineGuide.com, HighRankings.com, The Internet Search Engine Database (ISEDDB.com), Webpronews, Search Marketing Standard

References

[Shari Thurow](#)

[Joe Dolson](#)

[Matt Bailey](#)

[Kathleen Fealey](#)

[Joe Hall](#)

[Chris Boggs](#)

[Alan Bleiweiss](#)