Kim Krause Berg, IAAP CPACC

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Objectives

IAAP CPACC certified accessibility and usability consultant seeks a website accessibility specialist remote position with a company that values dedication, passion and encourages continued learning. Over 20 years' experience in web usability and accessibility testing, content management, search engine marketing, industry writer, speaker, and software usability QA engineer.

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

I specialize in website usability, accessibility, and information architecture website audits, testing and design planning. Cross trained in UX/UCD/UI, IA, Accessibility, Human Factors, SEO, Software QA, Requirements Gathering and Project Management.

In addition, I have experience with training staff, content writing, industry coverage articles, and conference speaking. Founder and administrator of a web design and marketing community for 20 years.

Related skills include eBook author, video interviews and editing, online community owner and founder for 20 years, user testing, content mapping, usability tutor for 12 years.

Writing Samples:

https://www.searchenginejournal.com/author/kim-krause-berg/

https://www.hochmanconsultants.com/author/kkrauseberg/

https://searchnewscentral.com/blog/category/accessibility/

https://medium.com/@kim_cre8pc

https://searchengineland.com/author/kim-krause-berg

https://www.internetmarketingninjas.com/blog/user-intent/

- 2019 – 2020 Enrolled in IAAP Accessibility Certification Program at Deque University – PASSED and obtained CPACC certification.
- 2019 – 2020 Completed IAAP WAS Certification Program, December 2020
- 2019 – 2021 Enrolled in several Accessibility Continued Education Programs at Deque University
- Freelance Sr. Accessibility and Usability Consultant, Hochman Consultants
- Outsourced by Feast Design Company to perform accessibility site audits for all of their foodie clients. Remediation work on retainer basis.
- Columnist, Search Engine Journal; focus topics are accessibility, usability, and conversions; delivered a talk at the SEJ eSummit on accessibility and the law, January 2021
- 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, JAWS, VoiceOver, ARC, SiteImprove, CommonLook, many more
- ➢ Google Analytics, eye tracking, click tracking, Bing Webmaster Tools, Google Webmaster Tools
- ➢ Online forums software, management, and maintenance
- ➢ Mobile emulation testing, mobile manual testing on Android and Apple OS
- ➢ Content mapping, journey mapping
- ➢ Taxonomy research, information architecture, access to research and data provided by the Association for Information Science and Technology

Links

[LinkedIn](#)

[Twitter](#)

[My Credentials](#)

Experience

Creative Vision Web Consulting, LLC (Previously known as Cre8pc.com, rebranded in 2014)
February 1996 - Present

April 2019 – August 2020; Sr. Consultant, **Hochman Consultants, LLC**; Sub-Contractor, part-time

Usability, Accessibility and User Experience Analyst and Website Consulting

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. Performed website accessibility testing as part of usability site audits and more recently added manual testing with various computers and operating systems.

- Project management for clients at Hochman Consultants
- Responsible for driving in new clients to Hochman Consultants.
- Provider of usability, accessibility, web design, and web site maintenance for clients at Hochman Consultants
- Write proposals and estimates, handle contracts.
- 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
- Founder and Administrator for Cre8asiteForums.com, 1998
- Co-founded Cre8asite.net Directory, 2003
- 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
- Speaker for Search Engine Strategies Conferences on SEO And Usability
- 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
- Over 20 years of published articles on the topics of accessibility, usability, digital marketing

Additional Achievements & Skills:

- Performed accessibility and usability testing in 2010 for the state of Pennsylvania's various state websites.
- Managed 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.
- 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. Shopping cart and forms functional and QA testing.
- 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."

The level of dedication, knowledge, and experience Kim brings to the IA/UX and overall SEO evaluations, recommendations and client implementation guidance is second to no-one else I've worked with or referred work to. I can't speak highly enough as to how important it is to have someone like Kim doing this work. The value she and her work can bring to a site can positively impact ALL visitor experiences, regardless of referrer source." -- ALAN BLEIWEISS

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, owner website and brand
1996 – 2014 (Rebranded)
UsabilityEffect.com, owner website and brand
2004 – 2009
 Cre8asiteforums.com – Founder and Owner
1998 – 2012; 2017 – Closed 2018

"She long ago became my go-to source for all aspects of usability and accessibility – I've found her knowledge in those areas to be unsurpassed. She has also proven herself to be extremely insightful regarding intricate design issues, often spotting potential issues missed by other designers. For anyone concerned with compliance with both the legal aspects and best practices of webpage design, usability, and accessibility, I give my strongest possible recommendation that you consult with Kim." -- Doc Sheldon, Owner, Intrinsic Value SEO

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
- Converted print publication content to web via Quark software

Education

2019 – 2020 Enrolled in accessibility IAAP CPACC and WAS certification, Deque University.

Courses at Udemy including Bootstrap 3.0, Photoshop CC, HTML5, CSS3, Responsive Design, Google Analytics

Interaction Action Design Foundation Completed Certification Courses

Psychology of Interaction Design
User-Centered Design

Conducting Usability Testing

Mobile User Experience Design

Human Computer Interaction

Web Design for Usability

Information Visualization

The Practical Guide to Usability

Dynamic User Experience

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)
> Former Member of Interaction Design Foundation (IDF)

References

Shari Thurow

Joe Dolson

Joe Hall

Alan Bleiweiss