

Kimberly Krause Berg, CPACC

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[LinkedIn](#)

[IAAP Certified Professionals in Accessibility Core Competencies \(CPACC\)](#)



Experienced Accessibility SME, Speaker, Writer

Professional Profile

I specialize in web and mobile native app accessibility audits and inclusion advocacy after a lengthy career consulting in website design, usability, accessibility, and digital marketing services.

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, user testing, content mapping, and usability tutor for 12 years.

- 2022 – Presentation, “What is the Point of Web Accessibility?” September 15, 2022, Duda Conference
- Member of W3C; Information Architecture Group
- 2022 – Wrote a chapter on Web Conversions with Accessibility for new book to be published by Wiley, 2023
- 2022 – Interview, “Kalicube Tuesdays with Kim Krause Berg and Jason Barnard: Better Web Accessibility Improves Profits”
- 2022 – Interview, “Website Accessibility with Kim Krause Berg”
- 2021 – Interview, “Mentors On Tap, Episode #30 - Kim Krause Berg on Accessibility”
- 2019 – 2020 Received IAAP Accessibility Certification (CPACC)
- 2019 – 2020 Completed IAAP WAS Certification Program, December 2020
- 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
- Previously “The User is Out There” columnist for Search News Central; focus on accessibility
- Tutor, Web Site Usability – SearchEngineCollege.com, 2004 – 2016 (School closed.)
- Speaker at Duda Con, 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
- Work experience with Agile, Azure, JIRA, Teams, Zoom, WebEx, SharePoint, PowerPoint, Notebook
- WAVE, Tenon, AXE Pro, ARC, Lighthouse, Browser Stack, many more
- Voice Over, Talkback, NVDA, some JAWS
- WordPress, Duda CMS, Drupal, GoDaddy websites
- Content mapping, journey mapping
- Taxonomy research, information architecture, access to research and data provided by the Association for Information Science and Technology

Experience

BMTX (formerly known as Bank Mobile)

May 2021 - Present

QA Analyst, Accessibility/Human Experience Design

Hired as the company’s SME in charge of accessibility QA testing web and mobile apps for Fintech partners including T-Mobile and Experian as well as performing audits and support for web and development teams within the company for the VIBE education banking app.

- Agile work environment; working with Scrum and Product Managers
- Wrote test plans and documentation for accessibility; VPAT preparation
- Built an in-house accessibility website and manual to support UX and Dev departments
- Requirements gathering, hi-fi mockup audits, research
- QA accessibility testing using AXE Pro; a wide array of tools
- Manual mobile device testing with iOS and Android devices

- Screen reader testing for mobile and web (VO, Talkback, NVDA)

Creative Vision Web Consulting, LLC

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

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; write proposals and estimates, handle contracts
- Business ownership
- Founder and Administrator for [Cre8asiteForums.com](#), 1998
- Co-founded [Cre8asite.net Directory](#), 2003
- Developed a self-study web site usability course for The Search Engine College, 2004
- Over 20 years of published articles on the topics of accessibility, usability, digital marketing

Notable:

- Performed accessibility and usability testing in 2010 for the state of Pennsylvania's various state websites.
- Conduct enterprise-level web site usability site audits, user testing, accessibility, and mobile device testing.
- Partnered with marketing agencies.
- 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.

- 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

Internet Marketing Ninjas, Clifton Park, NY
2012 - July 2014
Usability and User Experience Analyst

Developed web site usability testing services and procedures including accessibility standards compliance, mobile device testing, test methodology for conversions and persuasive design audits, information architecture and usability standards. Adapted deliverables to existing company procedures and target clients. Wrote “The Secret to Natural Website Conversions and How to Pump Up Your Website For Increased Conversions” (Copyright IMN)

VerticalNet, Horsham, PA
January 2000 to May 2002
Quality Assurance User Interface Usability Engineer

- Promoted from User Interface Design Engineer to QA Testing UI
- Steered company towards scrapping unusable \$150,000 outsourced company website design

Unisys, Bluebell, PA
March 1998 - January 2000
Web Designer, Company Intranet

Boucher Communications, Fort Washington, PA
September 1996 - January 1998
Web Administrator, Built and Maintained Thirteen Websites

“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