Ian Lloyd,
Web Accessibility Specialist with
Front-End Web Development Background
Swindon, UK

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Profile

A web accessibility specialist with experience working with some of the foremost individuals and organisations in the accessibility world. This accessibility knowledge is underpinned by many years of front-end web development experience. A long-standing evangelist in the field of web standards and web accessibility, with international conference speaking experience. Published author of a best-selling and critically-acclaimed web development book, co-author/technical editor on many more books. Able to handle both the softer skills such as communication, client liaison and consultancy as well as the technical work that web accessibility and front-end development requires.

Technical Skills & Software Experience

Web accessibility (WCAG), HTML, CSS/SASS, JavaScript (including jQuery), git/GitHub, web standards, technical authoring, technical editing.

Career Summary

SENIOR ACCESSIBILITY ENGINEER, TPGi   *April 2020 – Present, Remote Working, UK*

Providing consultancy, advice on all manner of accessibility topics. Leading audits (primarily to WCAG 2.1 AA level), client engagement and supporting clients with helpdesk issues. Working with teams from large corporations across all industries, including broadcasting, finance, technology and public sector. Auditing web, mobile web and mobile native applications and providing QA for the business on a range of client audits. Creating knowledge base articles and techniques both for internal use and client reference. Helping the team with the approvals, merging, branching of knowledge base articles (and other resources) in GitHub. Prototyping and testing solutions for atypical web interfaces that have no established patterns as a reference point. Co-ordinating and writing blog posts covering a range of technical matters in a style that is clear and easy-to-read for a non-technical audience. Creating tools, scripts, and other automations for use with existing internal tools/processes. Creating tools for rapid code generation for well-established HTML patterns. Mentoring and training junior members of the team, providing technical support for those with less web development experience. Contributing to the training modules and programmes that the company offers. Writing clear guides for in-house software and processes that are often difficult to understand. Contributing to existing and creating new style guides for various audit processes. Recording on-screen interactions with screen readers running, editing, cropping and narrating the video file for client use in internal knowledge bases. Promoting initiatives within the business to improve working processes and conditions for team members, and enhance capabilities of the internal toolset and resources. Speaking up for those in the team who may not feel that they have a voice to challenge what may be deemed unfair situations/demands.

Achievements

- Reinvigorated a largely dormant company blog with a series of well-received accessibility articles that increased engagement with the blog (one month recording 450% more visits than previous month).
- Championed a number of enhancements for the internal auditing software to improve efficiency and usability. Prototyped and presented ideas to management, and development team, resulting in many of these ideas being adopted formally (example: a search-first facility for creating issues from knowledge base content vs current approach that required engineers to know exactly where content resides, what rule/SC it relates to).
- Received special recognition from the VP/General Manager as "One of his top 5 people", based on feedback to him from others in the business.

ACCESSIBILITY ENGINEER, Apple   *Feb 2019 – March 2020, Uxbridge, UK*

Working in a specialised team providing accessibility support/consultancy/auditing across a number of Apple platforms. This included all consumer content on apple.com (product pages and Apple Store, all geographic regions), internal web applications for employees and dedicated stores for use in universities and companies. This role was a mixture of accessibility consultancy/expertise and advice, front-end development (providing highly accessible prototypes/solutions to often-unique UI patterns), and providing QA/mentorship for other team members.

- Proposed new approach for managing/approving copy used for accessibility purposes (visually hidden text, aria-label text) in addition to existing multi-region copy decks for new products and services. Suggestion was adopted and resulted in fewer issues related to incorrect application of aria-labels and similar.
- Provided key feedback and solutions on top secret projects which I can take pride in seeing in production now.

SITECORE FRONT-END DEVELOPER, Trafalgar Tours   *Apr 2018 – Feb 2019, Contractor, Remote Working, UK*

Worked closely with designers, UX and product owners to build the front-end for key components in a major site rebuild and relaunch. Tight deadlines, new skills to learn and new challenges to overcome from joining a team running at full pelt while working remotely. While CSS/SASS, HTML, JavaScript were the tools of the trade, I became the de-facto accessibility lead with the team of developers (many had limited understanding of the topic).

Achievements

- Built the UI for high profile site-wide components, including header/navigation, footer and numerous content components. Built new page templates from some challenging page designs, almost all of it requiring custom/bespoke CSS (no easy off-the-shelf solutions!).
- Came up with solutions to challenging responsive design requirements, all of it with solid, semantic HTML, and placing a strong focus on accessibility (a skill that the team had little experience in).
- Created crystal-clear screencasts to demonstrate work in progress or seek feedback on ideas. In a widely distributed team, communicating over Slack across many time zones, my approach changed the way we all shared our work.

FRONT-END DEVELOPMENT CONSULTANT, Nationwide Building Society   *Aug 2013 – Dec 2017, Swindon, UK*

Responsible for all front-end build (HTML, CSS, JS), site optimisation considerations. Working in agile teams alongside design, UX, business analysts, digital insight, liaising with business execs, product owners on all aspects of delivery.

WEB CONSULTANT, Nationwide Building Society   *May 2010 – Aug 2013, Swindon, UK*

Responsible for all front-end build (HTML, CSS, JS), some back-end programming (C# .NET). Traditional waterfall approach, working in small team on specific projects. Line management responsibility, leading and guiding team on development best practices.

Previous roles at Nationwide: **SENIOR DEVELOPER**, Feb 2008 – May 2010 | **WEB DESIGNER**, May 2001 – Feb 2008 | **SNR SYSTEMS DEVELOPER**, Aug 2000 – May 2001 | **SYSTEMS DEVELOPER**, Jun 1997 – Jul 2000 | **ASSISTANT EDITOR**, "Nationwide News", Jun 1995 – Jun 1998

Published Works

Wrote the best-selling Sitepoint book ***[Build Your Own Website the Right Way Using HTML and CSS](#)***. It was first published in 2005, had three editions in total, and sold over 65,000 printed copies. In addition I:
- Wrote an HTML reference book (sole author)
- Contributed chapters to two other web development books
- Was technical editor on three web development books

Education & Training

- Regular attendee of web conferences including FFConf (Brighton), @media (London), Web Directions (London) and South By South West (SXSW, Austin Texas).
- In-house training, provided by Nationwide (JavaScript, VisualBasic, .NET)
- Introduction to Journalism, Proof-reading, Better Feature Writing, Press Photography – PMA – 1995
- Barton Peveril 6th Form College, 1988 – 1990 (3 A Levels)
- King Edward VI Grammar School, 1983 – 1988 (11 GCSEs, 1 O Level, 1 AO Level)

Interests

I am a keen photographer, a fan of [old Volkswagens](#) and [like the idea of making music](#) (but in reality, [I buy musical equipment with lots of buttons, pads and knobs on](#) and then get intimidated by all the possibilities and the abject fear that I might, in fact, be absolutely terrible at making music). I also make a [few semi-useful, very niche accessibility tools](#).