Jennifer Becker

Senior UX, Service Design & Accessibility Leader (CPACC)

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Professional Summary

Award-winning UX and Service Design Leader with 20+ years of experience creating inclusive, scalable customer experiences across enterprise platforms. Expert in mapping end-to-end journeys, building service blueprints, and orchestrating multi-channel interactions that improve customer and business outcomes. CPACC-certified Accessibility Strategist who integrates inclusive design into every stage of product development. Known for leading teams through transformation, advocating accessibility as an innovation lever, and delivering measurable results across industries, including telecom, healthcare, government, and education.

Key Strengths

- **End-to-End Service Design**: Journey mapping, service blueprints, multi-channel orchestration
- **Accessibility Leadership:** WCAG, CPACC-certified, inclusive design systems, enterprise adoption
- **Team Leadership:** Mentorship, resilience through change, cross-functional influence
- **Customer Experience Innovation:** AI-powered workflows, personalization frameworks
- **Strategic Collaboration:** Partnering with executives, product, engineering, and compliance teams

Professional Experience

Senior UX & Accessibility Lead

Avaya — Nov 2023 – Present | Remote

- Directed global UX team through organizational downsizing, sustaining delivery in accessibility, design systems, and research.
- Designed AI-powered Agent Assist, giving agents visibility into the entire customer journey and enabling personalization—improving intent recognition, efficiency, and trust.
- Partnered with executives to establish enterprise-wide accessibility strategy and training.
- Built scalable, accessible UI components for the Neo Design System.
- Introduced first accessibility-focused UX researcher, strengthening design inclusivity.

Senior UX Designer & Accessibility Advocate

Avaya — 2003 – 2023 | Remote

- Championed accessibility adoption across global design teams, influencing thousands of designers and developers.
- Created enterprise-wide accessibility curriculum, embedding inclusive practices into workflows.
- Led UX for Salesforce integrations and automation tools, reducing error rates and improving usability.
- Advised executive leadership on accessibility as a strategic driver for customer experience.
- Earned CPACC certification and spearheaded measurable improvements in accessibility compliance.

Consulting Highlights

Hemlock Hills — 2003 – Present

- **Kal Tire**: Designed accessible custom mobile iOS application for field technicians managing tire services across mining operations, conducting stakeholder meetings and user research to create intuitive workflows. Result: optimized interfaces for low-light environments and users with reading challenges, featuring large, glove-friendly touchpoints for harsh industrial conditions.

Leadership & Recognition

- Advocated accessibility and inclusive design through executive briefings, conference talks, and workshops.
- Presented at major industry events (Engage 2024, IAUG 2024, WINA 2024).
- Recognized by peers and executives for resilience and leadership through organizational change.
- Praised for building accessibility culture across product, engineering, research, and legal teams.

Certifications & Professional Development

- CPACC – Certified Professional in Accessibility Core Competencies (IAAP)
- Generative AI for Innovation (LinkedIn Learning)
- AI Meets Accessibility
- Auditing Design Systems for Accessibility
- Product Management: Strategy & Roadmapping