

# Carey Estes

## Director of UX & Accessibility | Full-Stack Design Leader

### Builder of Scalable, Inclusive Experiences

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## SUMMARY

Strategic UX leader and full-stack developer with 15+ years of experience driving design vision, scaling design systems, and embedding accessibility into enterprise and startup products. Recognized for bridging design, engineering, and product strategy to deliver measurable outcomes. Proven ability to lead high-performing teams, drive 0–1 product innovation, and create inclusive, intuitive digital experiences adopted across high-impact, widely used platforms.

## CORE COMPETENCIES

- Design Leadership & Team Building
- Full-Stack Development (React, Angular, Sveltekit, Node, Python, PHP)
- Accessibility Strategy (WCAG, Section 508)
- Design Systems (Figma, Storybook, Zeroheight)
- UX Research & Product Strategy
- Scalable Workflow Automation
- Cross-Functional Collaboration (Engineering, Marketing, Product)

## CAREER EXPERIENCE

### **Director of Accessibility & Interim Associate Director of UX** **OneMain Financial**

2022 – Present

Lead accessibility, design systems, and UX strategy across a major fintech platform, mentoring a team of 5 designers. Founded and scaled the OneMain Accessibility Initiative, achieving a 472% YoY improvement in resolved accessibility issues. Co-led the evolution of the OMF Design System, integrating Figma, Storybook, and accessibility guardrails. Developed automated auditing tools integrated with Jira, enabling proactive fixes across 152+ pages. Launched an Accessibility Hub Slack channel, company-wide awareness campaigns, and role-specific training paths. Awarded Shine-On Leadership Award (2025) for elevating accessibility maturity and cross-functional collaboration.

### **Director of Design and User Experience** **Babel Street**

2015 – 2022

Scaled design team from 1 to 6, fostering a high-performance, collaborative culture. Led UX strategy for all applications, evolving style guides into a full component library and DesignOps function. Redesigned Collections product through deep research and iteration, improving mission-



critical decision-making speed and saving lives. Refactored application codebase for WCAG AA compliance, significantly improving usability and accessibility.

### **Interactive Art Director**

**University of Tennessee**

2014 – 2015

Directed redesign of utk.edu on Laravel, championing accessibility and responsive design. Secured funding for new Accessibility & Inclusion initiatives, setting UT apart as a leader in inclusive web experiences.

### **Multimedia Developer**

**School of Visual Arts**

2012 – 2014

Designed and developed sva.edu on Symfony and multiple WordPress sites. Created training resources, event systems, and CMS enhancements that streamlined workflows.

### **Senior Graphic Designer/Developer**

**Tri-State Surgical Supply**

2010 – 2012

Redesigned tristatesurgical.com and sterexmedical.com, improving search and product metadata to increase sales by over 25%.

## EDUCATION

**Master of Science and Architecture,** Electronic Visualization

**Mississippi State University**

2008

**Bachelor of Fine Arts,** Graphic Design

**Mississippi State University**

2006

## NOTABLE ACHIEVEMENTS

- Led 0–1 product initiatives resulting in measurable user adoption and business impact
- Full-stack technical fluency enabling faster design-to-development cycles
- Proven record in startups, high-growth companies, and enterprise organizations
- Accessibility leadership that drives innovation, not just compliance
- Power user of Figma, skilled in building scalable, high-fidelity design systems

