www.joshuadema.com linkedin.com/in/joshua-dema/

dema.joshua@gmail.com | 0406 617 380

UX RESEARCHER, ACCESSIBILITY SPECIALIST

Highly organised UX Researcher with an accessibility specialisation. Dedicated experience in both qualitative and quantitative user insights, including assistive technology testing with People with Disabilities and other minorities. Team player and empathy builder in the workplace.

Education

Trusted **Tester Certification**

DHS (USA)

AUG 2021

UX Design Transform

Academy Xi

JUL - SEP 2020

Master of Music

(Distinction) DePaul University Chicago

2015 - 2017

Bachelor of Music

University of Melbourne

2012 - 2014

Skills

UX Research

Prototype testing Script Writing Interviews Surveys Studies Data Analysis Reporting

Accessibility

Facilitation

WCAG

Assistive Tech Disability awareness

Experience

UX Researcher | FatSecret

MAY 2023 - PRESENT

Embedded in the product team I collaborate with product, designers, developers, nutrition and analytics teams to bring a great experience to over 35million users worldwide. Responsibilities

- Planning and execution of discovery and evaluative research.
- Continually upholding learnings from past research, achieved by building a research repository.
- Bringing my accessibility knowledge to advocate for an inclusive user experience.
- Building culture of empathy towards end-users throughout the company.

Digital Accessibility Consultant | Intopia

MAR 2021 - APR 2023

Clients

• During my time at Intopia I have enjoyed working with the following clients: Australia Post, ANZ, Coles, Flybuys, Canva, Bunnings, Canteen and Cricket Australia, Stats NZ (New Zealand 2023 Census), ADHA (Australian Digital Health Agency) and AHRC (Australian Human Rights Commission).

Usability Testing

- Facilitated usability testing sessions both remotely and in-person
- Worked with People with Disability and assistive technology users
- Reported findings and made accessibility and design recommendations
- Recruited participants, including hard-to-reach demographics
- Trained team members in UX Research methodologies
- Read usability case study here Passcode: NZStudy

Accessibility Specialisation

- Understanding of WCAG Success Criteria
- Audited websites and apps for accessibility issues using evaluation tools
- Made technical recommendations to improve product accessibility

UX Researcher & Designer | Batyr

Designed mobile app to stimulate community resilience in remote communities

- Deep Dive into existing company research to find areas of opportunity
- Created new outreach strategy to extend clients reach to regional Australia
- Conducted 7 usability tests on prototype achieving satisfaction rating of 85%

UX Researcher & Designer | Maslow

Improved user experience and accessibility for Spinal Cord Injury lifestyle assistance app

- Researched and addressed unique accessibility needs of users with SCI
- Conducted 6 remote interviews and 19 usability testing sessions with users
- Facilitated client meetings to present research and designs

Project Manager | University of Melbourne

DEC 2017 - JUL 2020

Preparation and Delivery of University Courses and Programs