

Online Accessibility Program

Reports-to Manager: November Champion

Number of openings: 1

LOB: ☐ Wealth ☒ Brokerage ☐ Retirement ☐ Abbot Downing ☐ Strategic Client Solutions ☐ WFII ☐ WFAM

Group: WFA Online Accessibility Program

Group Overview:

The User-Centered Design (UCD) team is a shared services group, which provides the following services to any project team in WFA (and sometimes broader): interaction design, visual design, prototyping, user research, and accessibility support.

We serve to:

- Improve the user experience for existing and new applications & sites in both the FA and Client platforms by involving users in the design process
- Create consistent user experience across each of our technology platforms and external mediums
- Learn about our user base across channels and job function in order to inform design & strategy
- Implement accessible design and code to include users with disabilities
- Methods used: Wireframing, Prototyping, Heuristic Review, Usability Testing, Focus Groups, Card Sorting, Interviews, Accessibility Reviews and more.

Our mission statement: Provide interaction design, visual design, user research, accessibility, and design strategy support to Wells Fargo Advisors, remaining aligned to the strategic needs of the firm, and do so utilizing an innovative & collaborative approach while acting as the 'voice of the user.' The WFA Online Accessibility Program, as a part of the UCD team, is responsible for ensuring that our digital content is as accessible and usable by people with disabilities as is possible. We represent the needs of people with disabilities in the work that we do to create and publish that content, and influence the culture of our firm to be inclusive. We also report out about the accessibility of our digital content and track any risks until they are mitigated.

Objective of position:

The Wells Fargo Advisors User-Centered Design (UCD) team is seeking a Summer Intern to join the team. This position will report to the Manager of the Online Accessibility Program, within the User-Centered Design team in Innovation & Strategy. This position will work in a highly collaborative environment and will be responsible for providing support role to our subject matter experts in accessibility, as well as learning about accessibility and disability in the digital/online space so that they can provide guidance to anyone at the firm who has questions or need resources. This position will also work towards institutionalizing accessibility as a part of the Wells Fargo Advisors culture. This position may, as needed, support other areas of the UCD team, by assisting with interaction design, visual design, user research, and design strategy support.

Responsibilities:

- Promote and advocate for accessibility within the organization
- Support reporting needs at the department, WIM, and Enterprise levels
- Maintain standards documentation and track areas of non-compliance
- Maintain and contribute to an online repository for storing accessibility related education, training, artifacts, and resources that are available to internal team members
- Reviewing incoming complaints and inquiries to flag any that are related to either disability or aging, and suggest appropriate responses
- Communicate out timelines and policy requirements to digital property (i.e. website or app) owners across the firm
- Create remediation plans for digital properties that have accessibility defects
- Assist with trainings where we talk about how design and development practices help and harm people with disabilities
- If the intern is a person with a disability, be able to talk about their disability and how it impacts their use of technology. If not a person with a disability, learn about those use cases by consuming our Learning Center content and video library and be prepared to speak about them (informally) to individuals and small groups

Skills:

- Interest in or passion for accessibility and the inclusion of people with disabilities (or the desire to learn)
- Personal connection to disability by either having a disability themselves, or through a connection to a friend or family member with a disability
- Comfortable with technology (i.e. can use the internet and a computer or smartphone to manage their lives)
- Personal connection to disability by either having a disability themselves, or through a connection to a friend or family member with a disability
- Strong communication and relationship-building skills
- Comfortable with technology (i.e. can use the internet and a computer or smartphone to manage their lives)
- Attention to detail
- Experience using Microsoft Office Suite

Location: St. Louis, MO