

ERICH MANSER

You don't need eyesight to have vision

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USER EXPERIENCE AND ACCESSIBILITY RESEARCHER

Advocate for people with disabilities who makes accessibility real across industries, education, and advocacy organizations.

Passionate visionary, excited by the promise that emerging technologies, like augmented reality and artificial intelligence, hold for delivering personalized experiences as never before.

Adds value and substance, driving accessibility improvements through user feedback, usability research, and feature enhancements. A true utility-player, who captures the imaginations of and inspires teams, customers, and stakeholders alike. Resourceful, hardworking, and adaptable to changing business needs.

User insights: Created IBM Team Able group, bringing employees with disabilities directly into product development to improve designs, catch usability issues early, enhance accessibility, and drive innovation.

Applied methods: Used research methods including user interviews, contextual inquiries, surveys, focus groups / workshops and cognitive walk-throughs to uncover true and hidden user needs in such areas as Ai Ethics and Self-Driving technology.

Collaborative innovation: User-tested a new "for the blind" navigational tool / Aira while running the Boston Marathon, pushing technology further. Apple CEO Tim Cook noted the experiment during MIT's Commencement address.

Leadership and advocacy: Emerging thought-leader on topic of disability (diversity and inclusion), experienced mentor to young professionals with disabilities, inclusive workplace expert, frequent media guest, and sought-after speaker at major technology conferences.

PROFESSIONAL EXPERIENCE

IBM, Cambridge, MA

2014 – Present

Usability Squad Leader, Team Able

2017 – Present

- Created and proved proof of concept (POC) of an all-new IBM global resource called Team Able, driving better product / service designs and customer experiences for IBM.
- Increased Team Able membership 170% in only 18 months, adding 7 new countries, while solely balancing measured growth with exploding demand.
- Oversaw 133 successful engagements with 56 different product teams, resulting in numerous bug fixes, usability enhancements, and feature additions.
- Supported social media initiatives, serving as accessibility marketing and writing lead and interacting with consumers as needed for Q&A.

Accessibility Researcher, Ai Lab

2014 – 2017

- Drove efforts on #AccessibleOlli self-driving project, including facilitation of 10 workshops, interviews, summarized and wrote user stories and outcomes. Translated user needs to tech solutions and hosted 2018 CES booth, drawing 150% more visitors than CEO's keynote the year before.
- Spearheaded pioneering work on "Ai Fairness for People with Disabilities" as part of ongoing research in Ai Ethics, participated in interviewing experts, analysis, and summaries.
- Hosted a jam-packed workshop, gaining real-world user experiences by connecting with personal contacts and network; co-authored technical white-paper and presented findings on Ai ethics at 2019 CSUN conference.
- Grew reach and influence of accessibility work internally and outside of company by holding 1-on-1 conversations with 30% of product teams, updating 250+ pages of educational and resource materials, conducting 18 interviews as public figure for company, and growing public Twitter following 36.4% in one year.

HP | Littleton, MA

2003 - 2014

Inside Sales and Accessibility, Workstation Sales

- Overachieved 100% quota attainment selling high-performance workstations to enterprise customers while honing a customer-first mindset and becoming the first-ever inside salesperson to be named “Most Valuable Player”.
- Volunteered extensively for Accessibility team in Houston, TX as a product usability tester and subject matter expert (SME) about blindness and low-vision user needs, including detailed website analysis, software reviews, screen-sharing and simulations, user experience summaries and writing up reports.
- Accepted the Helen Keller Achievement Award in Accessibility on behalf of HP in June of 2014.

SKILLS & EXPERTISE**Technical**

- HTML, HTML5, CSS, Javascript
- Accessibility Compliance (WCAG 2.0, 2.1, US Section 508, ADA)
- Design: Sketch, Axure, InVision, Creative Suite
- AT: JAWS, VoiceOver, Dragon, ZoomText, MAGic, NVDA
- Microsoft Office: Word, Excel & PowerPoint
- Adobe Acrobat, Google Docs, Sheets & Slides
- Collaboration Software: Trello, Zenhub, Slack, Box
- Content Management Systems, WordPress, Moodle

Specialty

- Accessibility & Usability Testing
- Social Media Marketing
- Creative & Technical Writing
- Project Planning
- Workshop Planning & Development
- Soft Skills, EQ, Emotional AI

EDUCATION

User Experience Design Immersive; General Assembly, Boston, MA

Bachelor of Science (BS), Psychology; Northeastern University, Boston, MA

PROFESSIONAL DEVELOPMENT

Acclaim Design Badges: IBM Accessibility Advocate, Design Thinking Practitioner, Design Co-Creator

PATENTS, AWARDS AND HONORS

- Keohane, S., Lu, F. and Manser, E., International Business Machines Corp, 2018. *Real-time cognitive accessible data visualization adaptation*. U.S. Patent Application 15/619,501.
- Babinszki T. et al. (2019) Inclusive Writing. In: Yesilada Y., Harper S. (eds) *Web Accessibility*. Human-Computer Interaction Series. Springer, London. https://link.springer.com/chapter/10.1007/978-1-4471-7440-0_8
- **Triathlete Magazine, May 2019:** Featured in the May issue of *Triathlete Magazine*.
- **The Incomplete Book of Running, by Peter Sagal, October 2018:** My friend and NPR host (Wait, Wait, Don't Tell Me!) Peter Sagal devoted chapter 10 of his bestselling book to our Boston Marathon runs together.
- **The Carroll Society, June 2018:** Inducted in The Carroll Society, which recognizes the outstanding achievements of blind and visually impaired professionals.
- **World Record Holder, October 2017:** Reclaimed the blind record for Ironman triathlon, which consists of a 2.4mi swim, 112mi bike ride and 26.2mi run, with a time of 10 hours 42 minutes and 59 seconds.

VOLUNTEERISM

- Massachusetts Association for the Blind and Visually Impaired (MABVI), Team with a Vision Boston Marathon Team, Fundraiser & Charity Runner, 2011 – Present
- Disability:IN, Rising Leaders Mentoring Program, 2017 – 2018
- Wounded Warrior Project, Community Mentor, 2011 – 2013