

Name:

Caleb Tang

Job Title:

User Experience Consultant

Company Name:

Foolproof

**Member of UPA or Not:**

Yes

Position you are standing for:

Accessibility Representative

Goals for UK UPA:

- To be at the forefront for UX resource and networking including Accessibility and Inclusive Design
- Continue to organise quality events for the UX community
- To encourage and support UX events and networking across the UX community in the UK

Goals for the position you are standing for:

- **Inclusive thinking** – Challenge existing preconceptions of accessibility and demonstrate the value of Inclusive thinking when making design decisions.
- **Accessible Accessibility** – Providing practical and easy to use resources for UX designers, researchers and managers that they can subsequently share with their clients
- **Inclusive beyond the web** - Reaching out to professionals in other fields to share lessons in designing accessible and inclusive experiences in the areas of public service, product and service design
- **UK UPA website** – Implement “Inclusive” thinking to demonstrate accessible, enjoyable and inclusive experience

UPA volunteer experience:

I have been volunteering since 2009 as Webmaster, helping in day-to-day website maintenance and supporting the committee members in mobilizing their

respective areas of the website. I have also been an active volunteer at the UK UPA monthly events to help with communications, preparation and clean up.

These experiences have helped me appreciate the amount of hard work that committee members put into the UK UPA, as well as helping me spot opportunities for improvement. I believe I can contribute to both these aspects of the role.

Professional Experience & Biographical detail (~200 words)

Having started my career in software and web development, it was my interest in HCI that brought me to the UK. Throughout my programming career I developed a passion for Web Accessibility and Usability and I've been an advocate for User-Centred Design ever since.

I have an MSc in Human Centred Systems from City University, a BSc in Information Technology from Sheffield Hallam University and am also a Certified Usability Analyst. I also enjoy passing on my knowledge to others and have delivered guest lectures on Inclusive Design at City University

Following my MSc, I joined AbilityNet as an Accessibility and Usability Consultant, where I developed a deep understanding of assistive technologies, diverse users and best practices. I am very fortunate to have worked with great practitioners on exciting projects including delivering Accessibility training in India, helping organise Accessibility 2.0 conference at Microsoft London as well as accessibility audits and user testing for clients in government, retail, entertainment to name a few.

Two years ago, I joined Flow (now part of Foolproof Group) as User Experience Consultant with a desire to further develop my skills in UCD. My background in development and accessibility has enabled me to see UX from a different perspective. I have since developed an understanding of why it is a challenge to implement accessibility design into UX practice and I enjoy finding ways of bringing both practices together.