



Building accessibility from zero under legal pressure

How I transformed a reactive accessibility effort into a scalable web initiative across an enterprise platform.

The moment the scope changed



Legal urgency

Accessibility concerns raised quickly



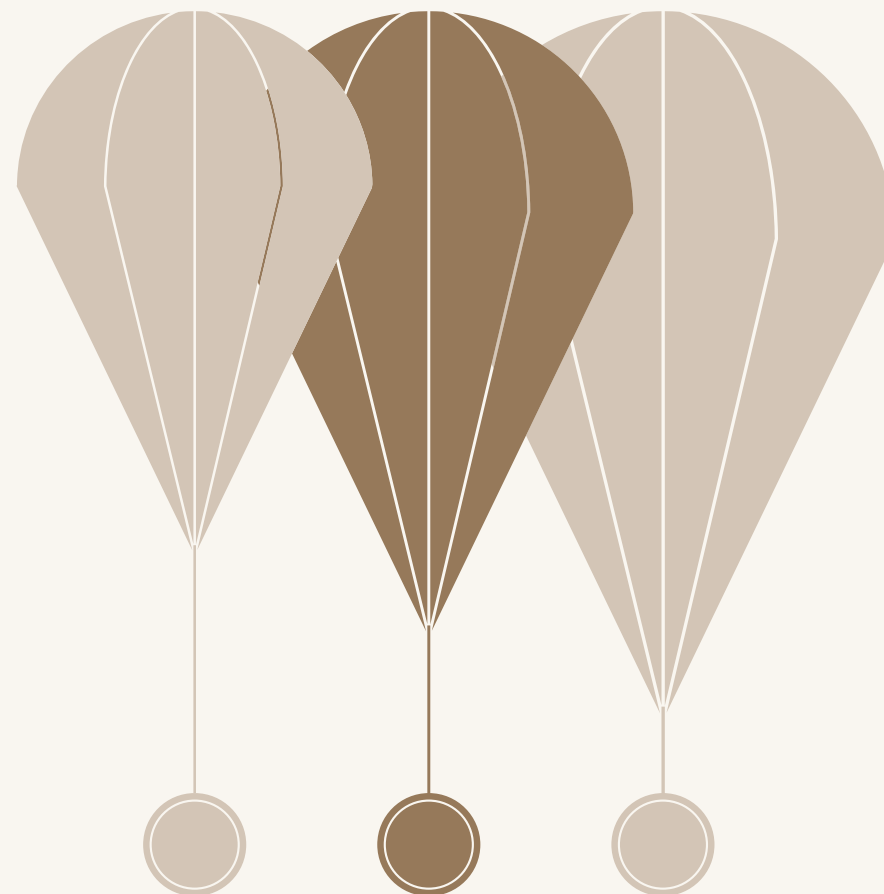
Rapid response

Web team mobilized across priorities



Platform impact

Issues appeared across templates and components



What started as a legal flag quickly became a platform-wide web initiative. The work was no longer about isolated fixes. It became about improving the patterns behind the issues so the same problems would not keep repeating.

The real problem was systemic



NO STANDARDS

**No shared
guidelines for
teams to follow.**



NO SCALABLE WORKFLOW

**Issues handled
case-by-case.**



INCONSISTENT
IMPLEMENTATION

**Templates and
components
vary widely.**



REACTIVE CULTURE

**Accessibility was
caught late in
the process.**

Accessibility issues were signs of deeper structural problems, not isolated bugs to fix one by one.

- ❏ "The issue wasn't one page. The issue was how the system was producing the same problems again."



LEADERSHIP + DEVELOPMENT

My role

Front-end Implementation

Implemented technical front-end fixes across templates, components, buttons, and semantic markup.

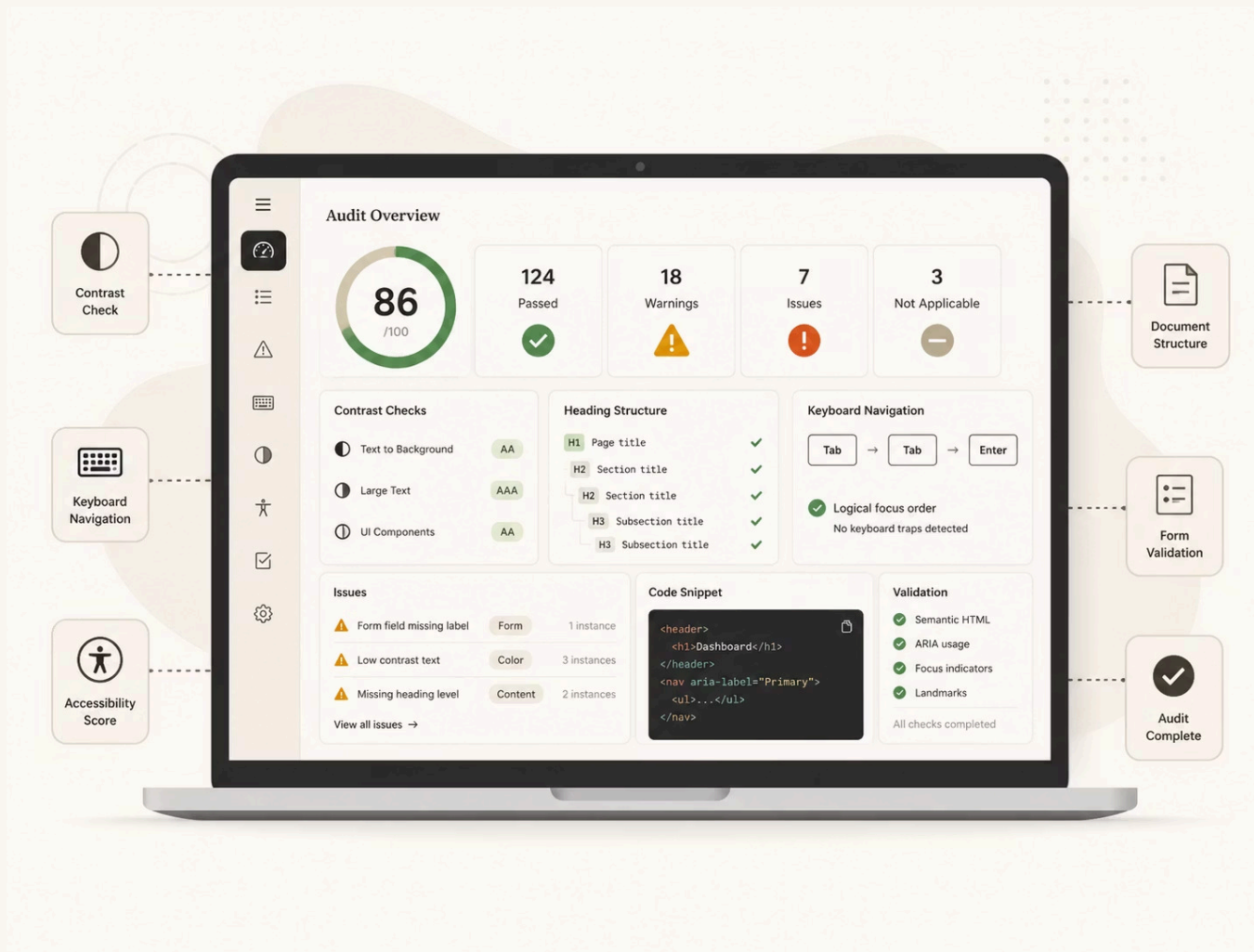
Pattern Recognition

Identified recurring issues across templates and components so we could solve the root cause, not just one page at a time.

Team Coordination + Execution

Delegated repeatable updates like alt text and content fixes while staying hands-on with technical remediation.

Accessibility auditing and validation



Tools Used

Siteimprove, Lighthouse, WAVE, and page level audit reports helped identify patterns and validate improvements across the platform.

Focus Areas

- Semantic HTML & heading hierarchy
- Color contrast issues
- Keyboard navigation
- Forms, labels, and media accessibility
- Consistency across templates
- Page level scores and recurring issue patterns

📄 "The tools showed us where the issues were, but the real work was turning those findings into repeatable fixes."

The trade off: brand expression vs. accessible design

What started as accessibility remediation became a broader conversation about how our brand system worked on the web.

→ Cross team alignment

Partnered with UX, Creative, Brand, and Web leadership.

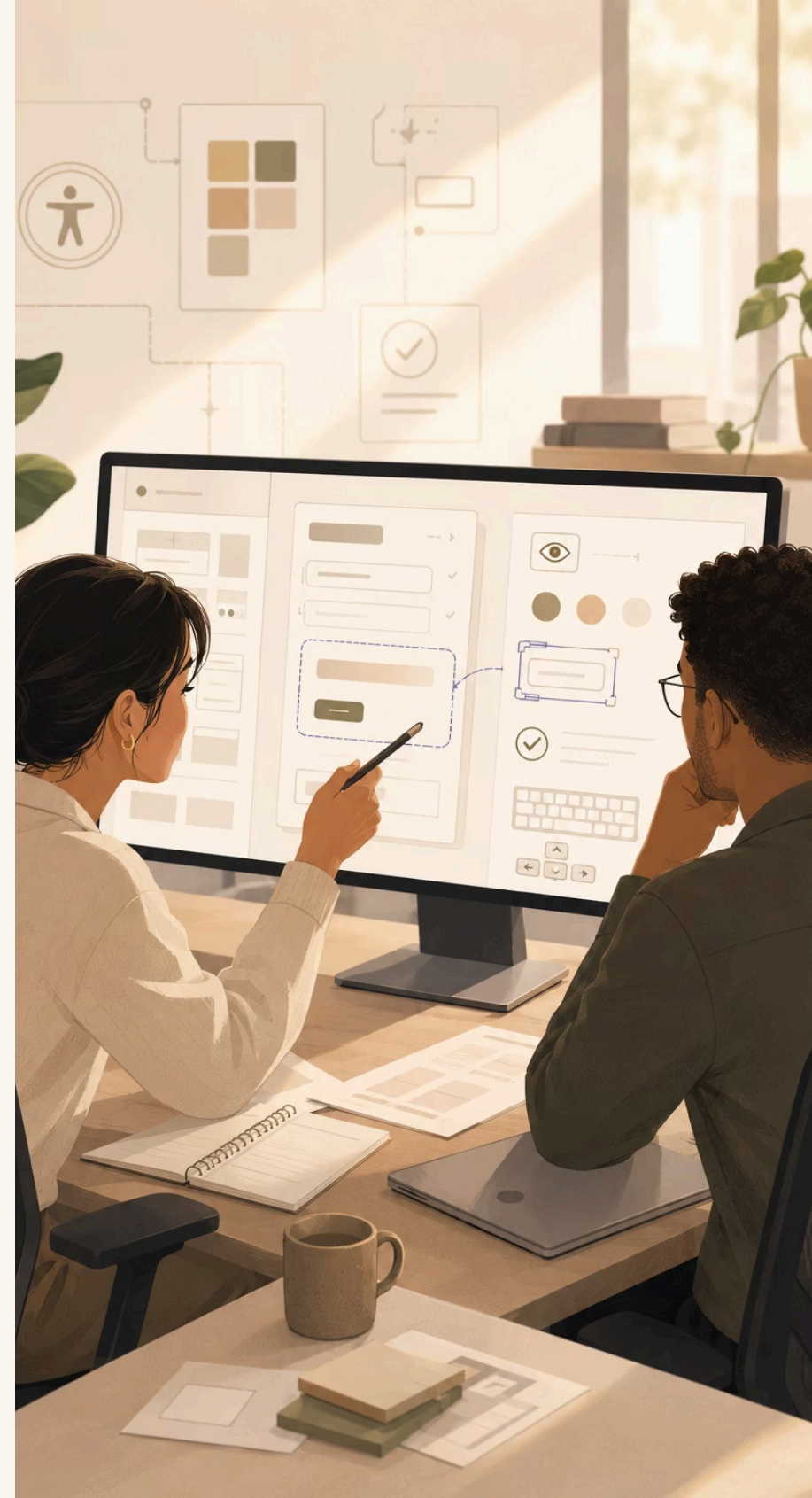
→ Color and UI decisions

Reviewed button colors, contrast, content structure, and reusable components.

→ Scalable brand standards

Moved from one-off-fixes to patterns teams could reuse.

- ❏ "Accessibility became the place where brand quality and technical quality had to meet."



From tool findings to web priorities

WAVE helped surface the issues, but the real value was seeing how often the same patterns repeated across templates, components, navigation, media, and content.

The screenshot displays the WAVE web accessibility evaluation tool interface. On the left, a sidebar shows the 'Details' tab with a summary of findings: 25 Errors, 19 Contrast Errors, and 24 Alerts. Below this, a list of specific errors is shown, including 'Missing alternative text', 'Linked image missing alternative text', 'Missing form label', 'Empty heading', 'Empty button', 'Empty link', 'Very low contrast', 'Redundant alternative text', 'Image with title', and 'Skipped heading level'. The main content area shows the CyberArk website being evaluated. The page title is 'SINGLE SIGN-ON'. The page content includes a video player and several sections of text and links. The WAVE tool overlays various accessibility icons and labels on the page, such as 'h1 SINGLE SIGN-ON', 'h2 Simple, secure access to cloud, mobile and legacy apps with CyberArk Identity Single Sign-On.', 'h3 SECURE, FRICTIONLESS SINGLE-SIGN-ON ACCESS', 'h4 Adaptive Access', and 'h4 Remote Work'. The WAVE logo and 'powered by WebAIM' are visible in the top left corner of the tool interface.

25

Errors

Missing alt text, empty headings, empty buttons, and form label issues.

19

Contrast Errors

Brand colors created readability and compliance issues.

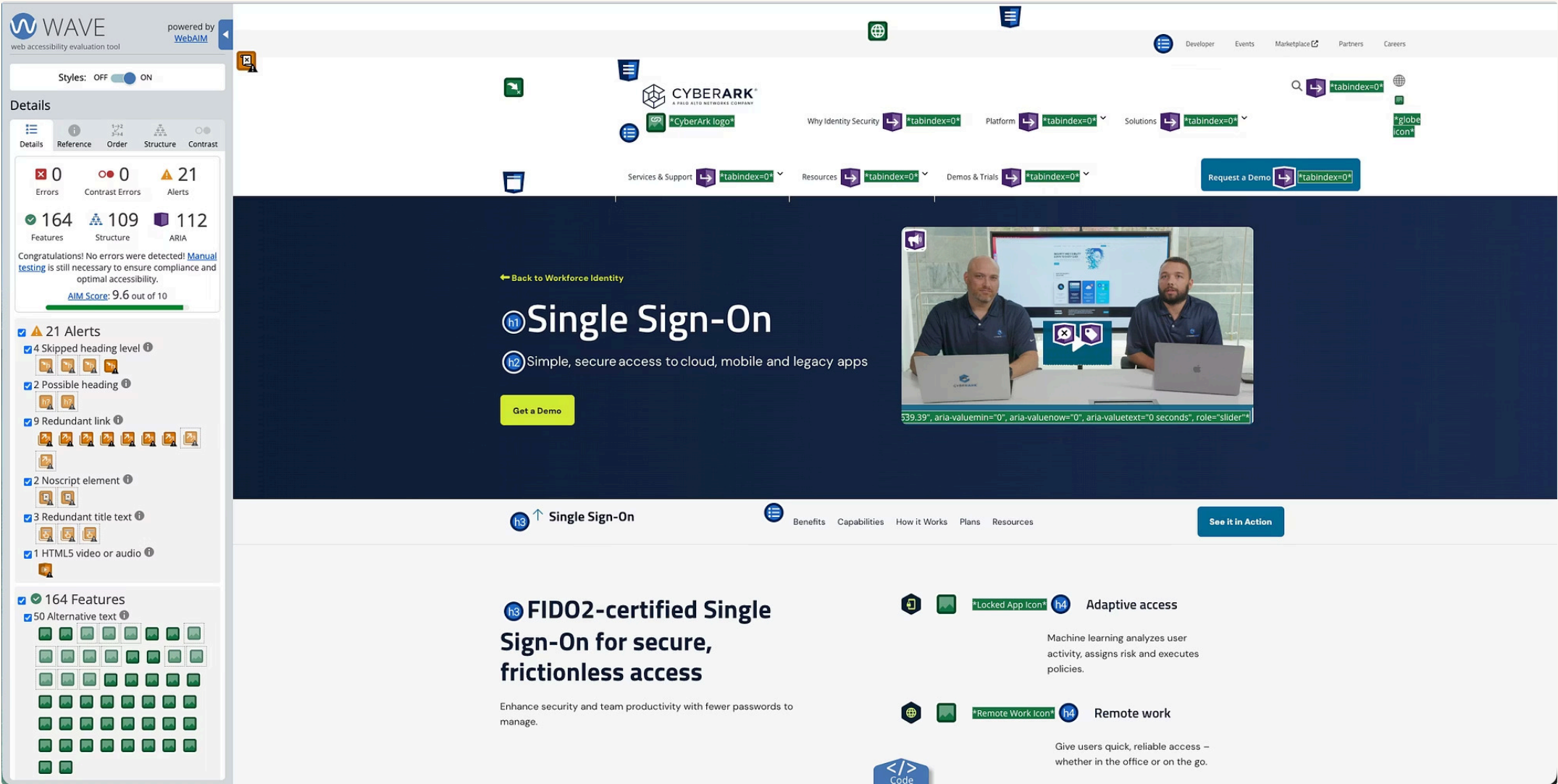
5.3

AIM Score

Clear signal that we needed a systemwide fix.

From web priorities to scalable improvements

We translated the findings into cleaner markup, improved contrast, better structure, and reusable patterns that strengthened accessibility, SEO, and overall site quality.



0

Errors

Core accessibility issues were resolved across templates and components.

0

Contrast Errors

Updated brand colors improved readability and compliance.

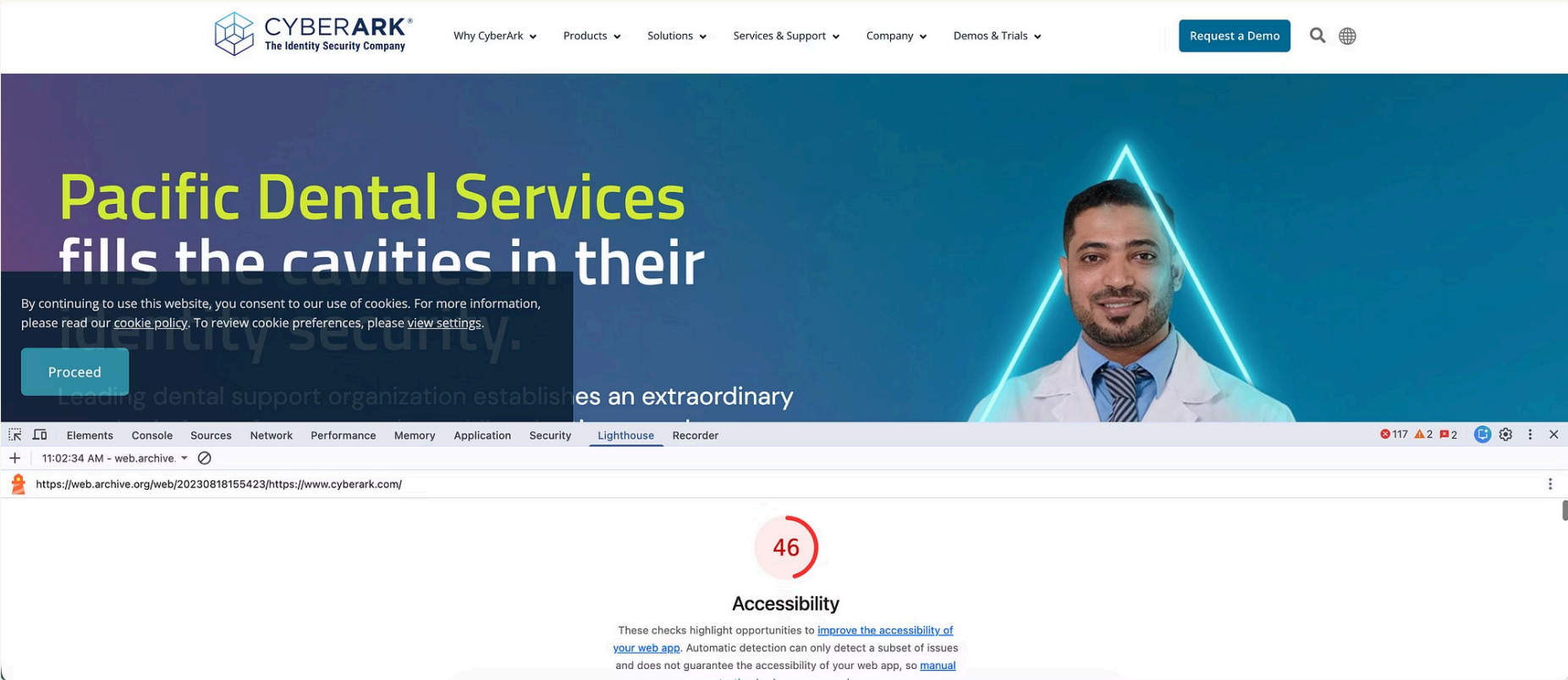
9.6

AIM Score

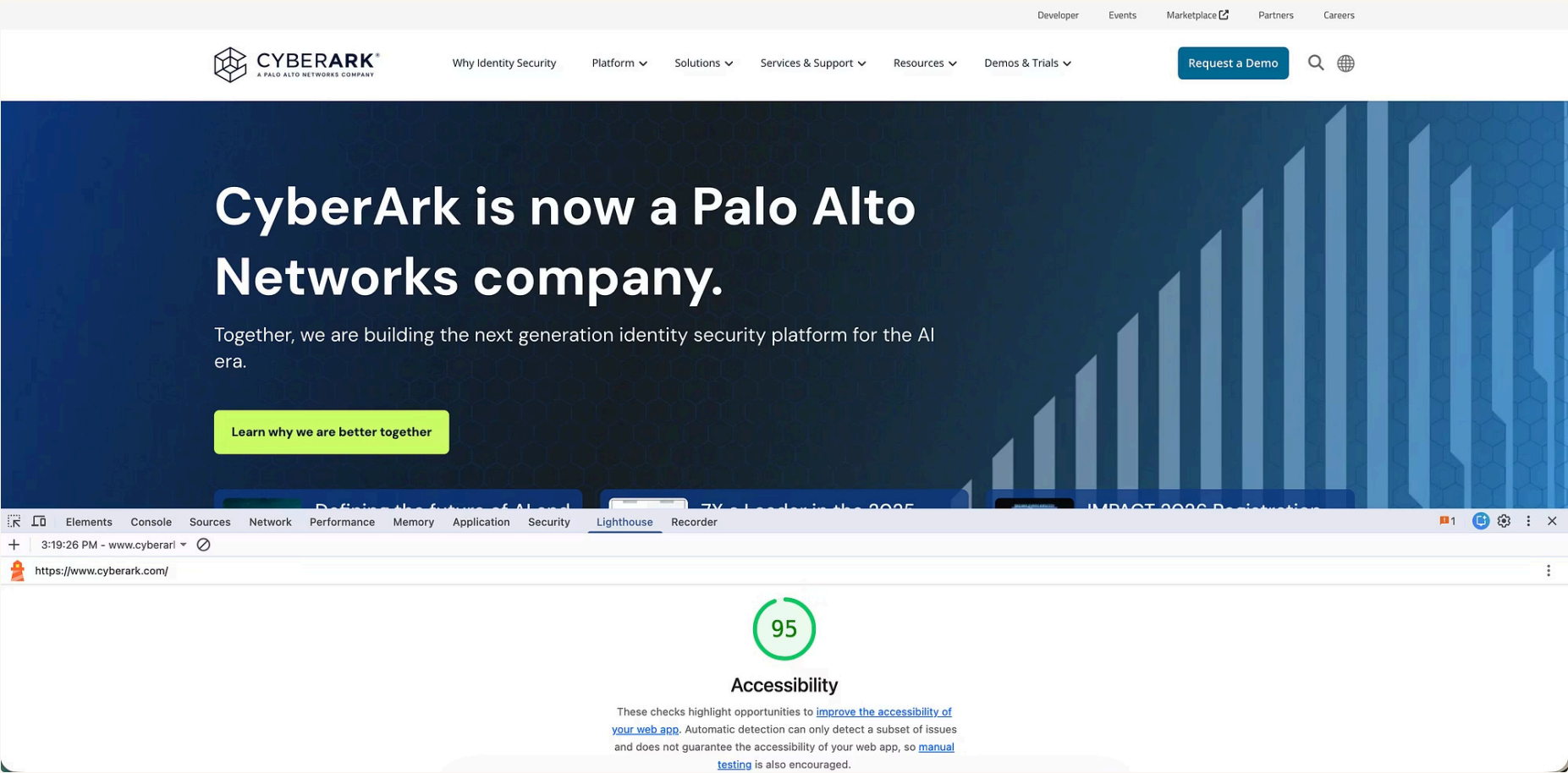
Stronger foundation for accessible, scalable web experiences.

The improvement was measurable

The scores gave us a clear before and after, but the real win was fixing the patterns behind the issues.



46 → 95



Accessibility also improved overall web quality

Accessibility improvements also supported better usability, SEO, performance, and long-term site quality.



Performance

Cleaner markup and reusable patterns improved front-end consistency.



SEO

Better semantic structure improved technical SEO and content clarity.



User Experience

Improved navigation, contrast, forms, and interaction patterns.



Growth Foundation

Cleaner forms and accessible interactions improved landing page and conversion experiences.



"Accessibility improvements also created a stronger foundation for overall site quality."

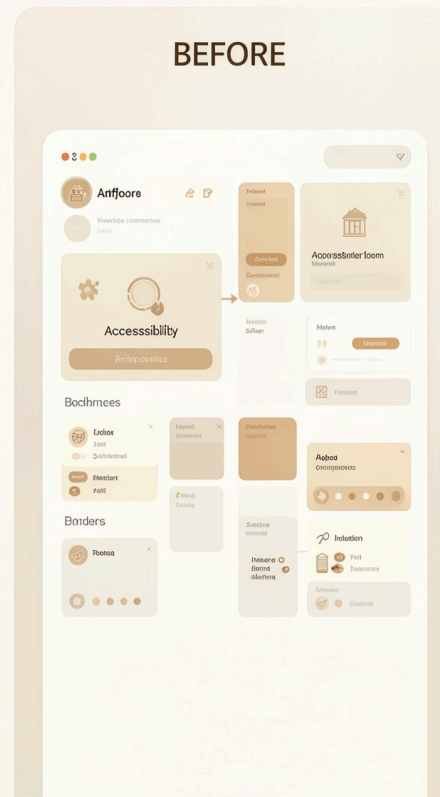
Impact and organizational change

Before

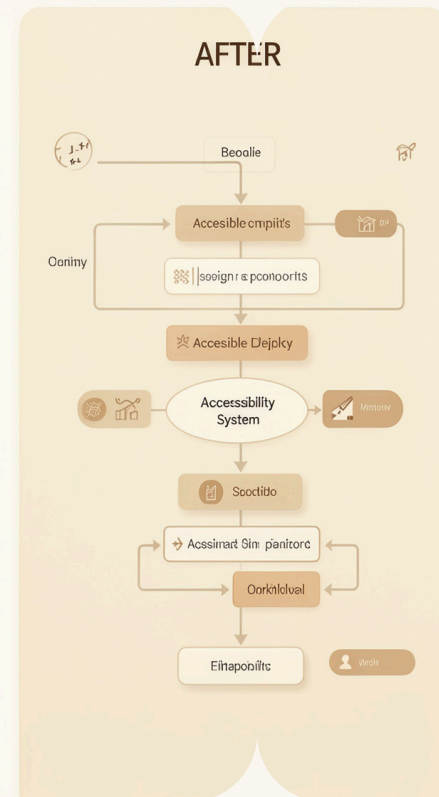
Reactive fixes

Inconsistent templates

Accessibility afterthought



AFTER



After

Shared fixes

Reusable components

Accessibility built into workflow

Fewer Recurring Issues

Reduced repeat accessibility violations.

Improved Consistency

Shared standards across templates and components.

Team Awareness

Accessibility became part of cross team conversations.

Embedded Workflows

Accessibility became part of the build process.

Fernanda Walker

Building scalable web experiences that move fast and stay maintainable.