Authorized Federal Supply Service Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage®, a menu-driven database system. The INTERNET address GSA Advantage® is: GSAAdvantage.gov.

MULTIPLE AWARD SCHEDULE

Contract Number:
47QRAA22D004W

Contract Period:
January 27, 2022 through January 26, 2027

My House of Design is an award-winning SBA 8(a) certified small woman- and minority-owned design and marketing firm formed in 2000. We have a passion for fusing creativity with strategy for our clients. We will collaborate with you to determine your needs and create resources featuring a uniquely authentic and memorable look that meets those needs. We take communications projects from the initial concept through development to an impressive final product.

Business Size:
- SBA 8(a) Business Development Program
- Women-Owned Small Business (WOSB)
- Economically Disadvantaged Women-Owned Small Business (EDWOSB)

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.
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About Our Company
Background & Capabilities

As an SBA 8(a) certified small woman- and minority-owned design and marketing firm, we have more than two decades of experience creating communications materials for a variety of clients, including federal, state and local government, nonprofits, educational entities, publishing companies, and health care organizations. Our mission is to help bridge the divide between organizations and their audiences through the value and power of design. We are experienced at using state-of-the-art applications to create visually appealing materials that educate, inform, and reach across cultural divides with sensitivity. Our goal is to create engaging, thought-provoking materials that provide audiences with a deep understanding that leads to action.

Our Capabilities

We have a passion for fusing creativity with strategy for our clients. We will collaborate with you to determine your needs and create resources featuring a uniquely authentic and memorable look that meets those needs. We take communications projects from the initial concept through development to an impressive final product.

Our capabilities include but are not limited to the following:
- Brand and identity development
- Print collateral and communication design, including reports, magazines, newsletters, brochures, postcards, and handouts
- Information design, infographics, and data visualization
- Website and content management systems design
- Interactive media design, including videos, presentations, and online demos and courses
- Email marketing, design, and deployment
- Environmental graphics and display design
- Communication strategy, plans, writing, editing, translation, and consulting
- Section 508 accessibility and remediation for web resources

CERTIFICATIONS:
- SBA 8(a) Business Development Program
- Women-Owned Small Business (WOSB)
- Economically Disadvantaged Women-Owned Small Business (EDWOSB)
- State of Washington Minority and Women's Business Enterprise (MWBE)
- State of Illinois Business Enterprise for Minorities, Women and Persons with Disabilities (BEP)
- State of Texas Historically Underutilized Business (HUB), Minority Business Enterprise (MBE), Women Business Enterprise (WBE), and Disadvantaged Business Enterprise (DBE)

HONORS AND AWARDS:
- AMA Crystal Award
- NCMPR District 4 Medallion Award
- Association of Educational Publishing (AEP) Awards
- MarCom Awards

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Government Expertise
SBA 8(a), EDWOSB, WOSB

We have designed and provided design, editorial and marketing support for a number of governmental, educational, and non-profit agencies.

Select Contracts & Past Performance

- Graphic design, editing and writing direct 8(a) services contract for the U.S. Dept. of Education
- Graphic Design Services for HBCU Initiative, Smithsonian
- Design, layout and production of quarterly newsletters and annual reports for VAMC Wilkes-Barre
- Graphic design BPA, Federal Mediation and Conciliation Service
- Graphic design, communication and marketing contracts with states of Washington, Texas, and Illinois; counties of Sacramento and Fulton; and cities of Austin, Santa Monica, Fremont, San Antonio, Schertz, Everett, Pearland, Lacey, Issaquah, Keller, Renton, Fremont, Leesburg, and Berkeley.
- Graphic design, communication and marketing contracts with educational agencies such as REL Pacific, Region 7 Comprehensive Center, Association of Public and Land-grant Universities, University of Utah, Sam Houston State University, Texas A&M, the University of Texas-Austin, Great Falls College, and Temple College
- Graphic design, communication and marketing contracts with transit companies such as Santa Monica Blue Bus and SMART Detroit
SIN Definitions
Special Item Numbers

**SIN 541430 Graphic Design Services (Main)**

Services include planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities.

These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos) and can include commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills.

Examples include commercial art, graphic design, special effects services that educate the consumer market about product(s) and/or service(s); updating, rewriting, and/or editing-pre existing materials: developing conceptual design and layouts, creating sketches, drawings, publication designs, and typographic layouts; and furnishing custom or stock artwork (including electronic artwork).

**NOTE:** Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

**SIN 541810 Advertising Services**

Services provided under this SIN will promote public awareness of an agency’s mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns.

Services include, but are not limited to the following components: advertising objective determination, message decision/creation, media selection, outdoor marketing and media services, broadcast media (radio, TV, internet and public service announcements), direct mail services, media planning, media placement services, advertising evaluation, related activities to advertising services.

**NOTE:** Any commissions received for advertising agencies will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

**SIN 541613 Marketing Consulting Services**

Services include providing operating advice and assistance on marketing issues, such as developing marketing objectives and policies, sales forecasting, marketing planning and strategy, and development of multi-media campaigns.

Services relating to providing assistance with challenges, contests, and competitions, such as providing marketing and advertising support, assistance with conducting

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the challenge/contest/competition, facilitating events; and supporting the judging of events are included. The challenge/contest/competition may be to identify a solution to a particular problem or to accomplish a particular goal. Prizes or other incentives may be offered by customers to find innovative or cost-effective solutions to improving open government. Solutions may be ideas, designs, proofs of concept or finished products. SIN 541810ODC must be used in conjunction with the payment for prizes or other incentives.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

**SIN 541511 Web Based Marketing**

Services include, but are not limited to writing, modifying, testing, and supporting software to meet the needs of a particular customer. This can include website design and maintenance services, search engine development, email marketing, interactive marketing, web-based advertising (including marketing and social media outlets), webcasting, video conferencing via the web, section 508 compliance, including captioning services, online media management; and related activities to web-based services.

Media will be provided in a format that is compatible with the ordering agency’s software requirements. Continual website updates and maintenance may also be required.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.
1a. Awarded Services:
- 541430 Graphic Design Services
- 541511 Web Based Marketing
- 541613 Marketing Consulting Services
- 541810 Advertising Services

1b. Labor Category:
Prices, shown in the price list, are net, all discounted deducted, and valid for all areas within the U.S. See Tables 1-4, pages 8–9 for details.

1c. Labor Category Descriptions:
Descriptions of labor categories, functional responsibility, experience and education requirements are detailed on pages 10-13.

2. Maximum Order Limit: $1,000,000

3. Minimum Order Limit: $100

4. Geographic Coverage (delivery area): Domestic only

5. Point of Production:
Austin, TX, USA

6. Discount From List Prices or Statement of Net Price:
Government net prices (with discounts already deducted). See Tables 1-4, pages 8–9 for details.

7. Quantity Discounts:
- 1% for each task order valued at $50,000.00 - $100,000.00
- 2% for each task order valued at $101,000.00 - $200,000.00
- 3% for each task order exceeding a value of $201,000.00

8. Prompt Payment Terms:
Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign Item (list items by country of origin): None

10a. Time of Delivery:
To be determined at the task order level

10b. Expedited Delivery:
To be determined at the task order level

10c. Overnight & Two-Day Delivery:
To be determined at the task order level

10d. Urgent Requirements:
Agencies may contact us for the purpose of obtaining accelerated delivery

11. F.O.B. Point: Destination

12a. Ordering Address:
10512 Ivalenes Hope Dr., Austin, TX 78717

12b. Ordering Procedures:
For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3

13. Payment Address:
10512 Ivalenes Hope Dr., Austin, TX 78717

14. Warranty Provision:
Standard commercial warranty terms & conditions

15. Export Packing Charges: N/A

16. Terms and Conditions of Rental, Maintenance, and Repair: N/A

17. Terms and Conditions of Installation: N/A

18a. Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices: N/A

18b. Terms and Conditions for Any Other Services: N/A

19. List of Service and Distribution Points: N/A

20. List of Participating Dealers: N/A

21. Preventive Maintenance: N/A

22a. Environmental and Other Special Attributes: N/A

23. Unique Entity Identifier (UEI) number: 968585757

24. Registered with System for Award Management (SAM) database: Yes, registered and active in SAM.
SIN 541430: Graphic Design Services
SIN 541810: Advertising Services
SIN 541613: Marketing Consulting Services
SIN 541511: Web Based Marketing

Table 1—Awarded Labor Categories & Rates Including IFF and EPA of 2% Per Year

<table>
<thead>
<tr>
<th>Labor Category For GSA Schedule</th>
<th>Hourly Rate Year 1</th>
<th>Hourly Rate Year 2</th>
<th>Hourly Rate Year 3</th>
<th>Hourly Rate Year 4</th>
<th>Hourly Rate Year 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Project Manager</td>
<td>$81.57</td>
<td>$83.20</td>
<td>$84.87</td>
<td>$86.56</td>
<td>$88.30</td>
</tr>
<tr>
<td>2. Art Director</td>
<td>$78.91</td>
<td>$80.49</td>
<td>$82.10</td>
<td>$83.74</td>
<td>$85.42</td>
</tr>
<tr>
<td>3. Senior Designer</td>
<td>$78.73</td>
<td>$80.31</td>
<td>$81.92</td>
<td>$83.55</td>
<td>$85.22</td>
</tr>
<tr>
<td>4. Graphic Designer</td>
<td>$69.16</td>
<td>$70.54</td>
<td>$71.95</td>
<td>$73.39</td>
<td>$74.86</td>
</tr>
<tr>
<td>5. Production Artist</td>
<td>$66.94</td>
<td>$68.28</td>
<td>$69.65</td>
<td>$71.04</td>
<td>$72.46</td>
</tr>
<tr>
<td>6. Editor and Proofreader</td>
<td>$66.50</td>
<td>$67.83</td>
<td>$69.19</td>
<td>$70.57</td>
<td>$71.98</td>
</tr>
<tr>
<td>7. Marketing Consultant</td>
<td>$69.16</td>
<td>$70.54</td>
<td>$71.95</td>
<td>$73.39</td>
<td>$74.86</td>
</tr>
<tr>
<td>8. Social Media Coordinator</td>
<td>$69.16</td>
<td>$70.54</td>
<td>$71.95</td>
<td>$73.39</td>
<td>$74.86</td>
</tr>
<tr>
<td>9. Section 508 Accessibility Specialist</td>
<td>$70.93</td>
<td>$72.35</td>
<td>$73.80</td>
<td>$75.27</td>
<td>$76.78</td>
</tr>
<tr>
<td>10. Web Developer</td>
<td>$70.93</td>
<td>$72.35</td>
<td>$73.80</td>
<td>$75.27</td>
<td>$76.78</td>
</tr>
<tr>
<td>11. Photographer</td>
<td>$69.16</td>
<td>$70.54</td>
<td>$71.95</td>
<td>$73.39</td>
<td>$74.86</td>
</tr>
</tbody>
</table>

Service Contract Labor Standards: The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

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01 Project Manager

Responsible for overseeing the successful completion of projects. Manages relevant employees, setting deadlines, communicating with clients about the state of the project, ensures projects stay on track and on budget, and adjusts if necessary to meet new requirements. Predicts resources needed to reach objectives and manage resources in an effective and efficient manner. Manages contracts with clients by assigning tasks and communicating expected deliverables. Utilizes industry best practices, techniques, and standards throughout entire project execution. Develops comprehensive project plans to be shared with clients as well as other staff members.

General Experience: Proven ability to complete projects according to outlined scope, budget, and timeline.

Minimum Education: Bachelor’s degree and 15+ years of extensive working experience in managing projects of various sizes and scope.

02 Art Director

Manages a creative initiative from start to finish, guiding a cross-functional creative team in the conception, design and execution of visual materials. Leads the artistic development of marketing and promotional pieces; collateral materials; and internal and external corporate publications. Supervises a team of graphic designers, photographers, illustrators, production artists and creative freelancers. Collaborates with members of the marketing or media buying team to develop strategies for advertising campaigns. Works with copywriters to develop strategies for advertising campaigns. Creates presentations and project plans, meets with clients, and ensures successful online representation of clients’ brands.

General Experience: Experience in all aspects of print and digital production. Proficiency with design software, such as Adobe Creative Suite.

Minimum Education: Bachelor’s degree and 10+ years as a professional graphic designer with 4+ years of experience in management role.

03 Senior Designer

Responsible for conceptualization and implementation of design of solutions that meet marketing strategies from concept to completion. Executes projects from conception to production, including digital, print, marketing, branding, communication, email, social media, advertising and multimedia designs. Coordinate with the marketing team and leads the design team towards producing high-quality designs. Ensures that the design team promotes the vision of the client through high-quality visual content.

General Experience: High level of proficiency in design, web and multimedia software and applications, such as Adobe Creative Suite—InDesign, Acrobat, Photoshop and Illustrator as well as Microsoft Office applications.

Minimum Education: Bachelor’s degree in design and 10+ years experience in an in-house creative department or design firm.

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04 Graphic Designer
Performs a broad range of design services including print, marketing, communication, branding, advertising and multimedia. Creates visual concepts to communicate ideas that inspire, inform, and captivate consumers. Develops overall layout and production design for media such as advertisements, reports, brochures, magazines, websites, email campaigns, and social media. Uses digital illustration, photo editing software, and layout software to create compelling designs. Designs layouts, including selection of colors, images, and typefaces. Presents design concepts to clients or art directors. Incorporates changes recommended by clients or art directors into final designs. Reviews designs for errors before printing or publishing them.

General Experience: Knowledge of layouts, graphic fundamentals, typography, print, and the web. Software program expertise in Adobe Creative Suite—InDesign, Photoshop and Illustrator as well as Microsoft Office applications.

Minimum Education: Bachelor’s degree in design or a related field and 5+ years experience as a designer in a variety of product areas.

05 Production Artist
Assists design teams primarily in producing print, advertising, and digital graphics. Makes various formats of supplied artwork production-ready and resolves any artwork issues that arise during production. Provides image retouching for online and print products. Performs preflight formatting, in addition to collecting, processing, checking and uploading files. Collaborates closely with art directors, designers and developers. Follows a development timeline to ensure tasks are being completed on time. Performs content update and editing in web-based content management systems.

General Experience: Solid knowledge of printing processes and adept with software applications such as FlightCheck, the Adobe Creative Suite and Microsoft Office. Basic knowledge of HTML5, Adobe After Effects and web-development software.

Minimum Education: Associate’s degree in design or a related field and 2 years experience in hands-on production.

06 Editor and Proofreader
Works with marketing and graphic design departments to develop and curate compelling and engaging content. Edits content, analyzes readership data, and develops content strategy. Ensures that content meets the client’s needs, and follows their chosen style guide. Organizes, modifies and updates existing content. Verifies content and information. Conducts developmental edits and offers input to enhance quality, organization, clarity and content effectiveness. Proofreads and edits articles, manuscripts and various types of copy. Reviews material for grammatical errors and style consistency. Formats text on a word processor. Checks statements for accuracy or potential plagiarism. Works on books, magazines, reports, websites, as well as publications aimed at a specialist audience, such as academic or business reports.

General Experience: Excellent writing and editing skills, as well and thorough knowledge of standard style manuals. Experience in copywriting, editing and proofreading for all types of publications. Understanding of the special considerations for writing for web, print and social media. Knowledge of SEO and industry best practices. Proficient in Microsoft Office and social media platforms.

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Minimum Education: Bachelor’s degree in journalism, English or related field and 5+ years experience in content editing and creation.

07 Marketing Consultant

Designs and implements marketing strategies aligned with business targets, objectives and budget. Conducts in-depth research to identify new market opportunities and consumer preferences. Sets specific marketing goals that align with the overall direction and business goals. Develops and maintains campaigns to increase awareness and traffic. Researches market to identify new opportunities. Generates innovative ideas to promote brand and products. Ensures brand consistency through all marketing channels. Uses customer feedback to ensure client satisfaction. Liaises with internal teams and ensure brand consistency. Provides advice on branding, positioning, communications and other marketing issues. Forecasts market trends. Keeps abreast of emerging trends and share best practices knowledge and insights.

General Experience: Thorough knowledge of data analysis and market research. Proficient in MS Office/working knowledge of IT and marketing software (e.g. CRM).

Minimum Education: Bachelor’s degree in marketing, business or a related field and 5+ years experience as marketing consultant or similar role.

08 Social Media Coordinator

Writes, edits, produces, and curates written and visual content, including photos and videos, for social media channels, including Instagram, Facebook, Twitter, Tumblr, LinkedIn, YouTube and others. Creates campaigns and posts and measures for success. Maintains a strategy for all social media accounts. Manages and moderates social media presence and work closely with clients to coordinate visual media and written content for features, news, and events. Creates and manages the marketing and editorial calendar. Oversees the day-to-day activities on social media platforms. Stays informed of social media marketing trends and social channel capabilities as they rapidly evolve. Provides communication support by generating, managing, and disseminating content and messages across various platforms.

General Experience: Thorough understanding of social media management tools and various social media platforms. Background in digital marketing. Excellent writing skills and the ability to customize copy. Experience with working with a wide range of creative formats.

Minimum Education: Bachelor’s degree in communication or related field and 5+ years experience working on social media campaigns.

09 Section 508 Accessibility Specialist

Experience producing or assessing digital instructional materials that adhere to accessibility standards. Identifies and resolves accessibility barriers to provide accessible material and websites. Supports real-time and post-production captioning services to provide accessibility. Evaluates the accessibility of instructional technology devices and software and makes recommendations concerning best practices. Interprets and ensures compliance with local, state and federal laws as they apply to disability. Provides accessibility analysis, documentation, and remediation of digital learning experiences.

Minimum Education: Bachelor’s degree in journalism, English or related field and 5+ years experience in content editing and creation.

07 Marketing Consultant

Designs and implements marketing strategies aligned with business targets, objectives and budget. Conducts in-depth research to identify new market opportunities and consumer preferences. Sets specific marketing goals that align with the overall direction and business goals. Develops and maintains campaigns to increase awareness and traffic. Researches market to identify new opportunities. Generates innovative ideas to promote brand and products. Ensures brand consistency through all marketing channels. Uses customer feedback to ensure client satisfaction. Liaises with internal teams and ensure brand consistency. Provides advice on branding, positioning, communications and other marketing issues. Forecasts market trends. Keeps abreast of emerging trends and share best practices knowledge and insights.

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Multiple Award Schedule

SHAILA ABDULLAH

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General Experience: Excellent communicator and well-versed in explaining and implementing accessibility and disability standards, regulations, and best practices including WCAG 2.0, Section 508, WAI-ARIA, UAAG and ATAG. Experience with assistive technologies (eg, JAWS, NVDA, VoiceOver, ReadOutLoud, Zoomtext, MAGic, braille keyboards, embossers, textbook conversion, speech recognition, captioning, etc) and various accessibility tools.

Minimum Education: Bachelor’s degree in education, instructional technology, instructional design, computer science, information technology, or a field relevant to technology access and 2+ years experience working in the areas of accessibility and remediation.

10 Web Developer

Writes well designed, testable, efficient code for content management systems using best software development practices. Creates website layout/user interface by using standard HTML/CSS practices. Integrates data from various back-end services and databases. Gathers and refines specifications and requirements based on technical needs. Creates and maintains software documentation. Stays abreast of emerging technologies/industry trends and applies them into operations and activities. Works with web designers to match visual design intent.

General Experience: Strong understanding of content management systems, UI, cross-browser compatibility, general web functions and standards. Solid knowledge and experience in programming applications. Proficient in content management systems such as Wordpress and thorough knowledge of JavaScript, HTML, CSS, and My SQL.

Minimum Education: Bachelor’s degree in web development, computer science or related field and 5+ years experience working as a web developer

11 Photographer

Captures and edits visual content for multiple platforms. Works closely with clients to produce high-quality photographic images. Executes standard photography operation procedures including image editing techniques, tools, processes, and guidelines. Recommends creative ideas to exceed expectations of goals and objectives. Delivers final product to various sources including internal and external customers, media, graphic designers, and corporate communications. Archives images and organizes files. Operates various photographic equipment such as single lens reflex cameras and film or digital cameras and lighting.

General Experience: Detailed knowledge of DSLR cameras and natural lighting, indoor, studio lighting techniques. Experience with Adobe Creative Suite including Photoshop, Illustrator, Lightroom, Adobe Sketch, Sketchbook, or similar programs

Minimum Education: Bachelor’s degree in photography or fine arts or 5-7 years’ experience in studio/photo industry.