

ASHLEY BREWER

2400 E Clay St. Apt A, Richmond, VA 23223
Email: abrewer2@vcu.edu ▪ Phone: 757-230-5748

EDUCATION

Post-Baccalaureate Certificate in Computer Science, Virginia Commonwealth University – current
Master of Library and Information Science, University of Washington, Seattle, WA – 2013
Bachelor of Arts, Stanford University, Stanford, CA – 2007

TECHNICAL SKILLS

Languages/Frameworks: HTML, XML, CSS, Java, JavaScript, PHP, Angular.js, Node.js, RDF, OWL
Library systems and software: Ex Libris Alma and Primo, ILLiad, III Sierra, Ebsco Discovery Service, T4, Wordpress, Adobe CQ, Springshare, Omeka, Library3lp, Bepress
Certifications: Certified Alma Administrator

PROFESSIONAL EXPERIENCE

Web and User Experience Librarian – Virginia Commonwealth University Libraries, 2020- present
Web Systems Librarian – Virginia Commonwealth University Libraries, 2017-2020

Follow current professional best practices in user experience design, web technology and accessibility to develop compelling, useful and inclusive VCU Libraries web products and services to further the VCU research, educational, and clinical care mission. Lead strategy for the VCU online library experience through professional vision and innovation. Provide project management for the libraries' web team and leadership for the Web User Experience Working Group. Work closely with team members, the Digital Engagement Department, library staff, professional colleagues, and vendors to deliver online library services to the VCU community. Enhance and promote access to the scholarly record and Libraries' resources by translating user needs into technical solutions. Work with the Libraries' web team to design, develop, maintain, and provide support for Libraries' website, web applications, and 3rd party integrations. Develop innovative, creative, and meaningful web assessment methods to enhance and improve the Libraries' web presence and digital tools. Explore new technologies and opportunities for their effective application, including integration with other university, library, social media, and third-party systems. Foster cross-divisional collaboration by working with colleagues to apply UX thinking and methods to improve online interfaces and content, user services, and internal workflows.

Online User Experience Librarian – Old Dominion University Libraries, 2016-2017

Led effort to enhance user experience across Libraries' online presence, including the discoverability of Libraries' resources and services. Applied best practices and relevant metrics and data to meet library user needs, preferences, and trends related to user-centered design, digital library interface capabilities, website enhancements, and usability in libraries. Identified, promoted, and trained colleagues and community members on the use of new and innovative technologies, working to ensure that the adopted technologies are functional, efficient, and intuitive. Administered, jointly with System Administrator, Ex Libris Alma and Primo systems to include: problem identification, tracking, and resolution; working with the vendor and campus partners on problem resolution and process improvement; and coordinating and providing training in all aspects of the Alma and Primo systems.

Information Delivery Services Librarian – Old Dominion University Libraries, 2013-2016

Supervisor of the Interlibrary Loan and Document Delivery unit, responsible for supervising four classified staff, overseeing operations, developing new strategies to optimize workflows and reduce materials costs, and managing technology of ILL and Document Delivery services; editing and updating ILLiad webpages; improvements to usability and functionality of library discovery tools and services; and led or was involved in a variety of resource discovery and user experience initiatives. Served as the Project Manager for Old Dominion University's implementation of Ex Libris' Alma and Primo. Responsible for Primo discovery layer optimization, maintenance and customization through custom CSS and JavaScript and administration in the Primo Back Office, and shared responsibility for further Alma configuration, troubleshooting, and administration.

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SCHOLARSHIP

- Brewer, A. (2021) *The Web User Experience Working Group: one academic library's grassroots and outside-the-org-structure effort to build an inclusive culture of UX*. Accepted to UXLibs.
- Brewer, A., Gau, K. (2020) *Moving beyond assumptions for E-book firm orders: applying user experience methodology to learn what health sciences students actually value in E-book platforms*. Poster presentation at Medical Library Association Annual Conference.
- Brewer, A., Gau, K. (2020) *Moving beyond assumptions for E-book firm orders: applying user experience methodology to learn what health sciences students actually value in E-book platforms*. Presented at VIVA Collections Forum.
- Brewer, A. (2020) *Spelling UX D-E-I: strategies and ideas for centering your UX practice around diversity, equity, and inclusion*. Presented at Information Architecture Conference.
- Boyer, J., Brewer, A., Vacek, R. (2020) *Personal READMEs: user manuals for library staff*. Presented at Designing for Digital.
- Brewer, A., Miller, H. (2019). *We're already doing that! Reworking old tech for new problems*. Presented at Designing for Digital.
- Brewer, A. (2018). *"Web committee" bringing you down? Try a "working group" and like your job again!* Presented at edUI.
- Brewer, A., Siegel, T. (2018). *Getting away with it: rapidly deploying the new Primo UI in 90 days or less*. Presented at Ex Libris Users of North America.
- Brewer, A. (2018). *Your Web Team is ruining your website and bringing everybody down: how to manage a library website with minimal resources and maximum buy-in and still enjoy your job*. Presented at Designing for Digital.
- Brewer, A. (2017). "Diversity and User Experience." Facilitator, discussion group at Virginia Library Association of College and Research Libraries.
- Brewer, A., Lo, L. (2017). *Utilizing public services staff to test web assessment tools and create a sustainable iterative usability testing framework*. Presented at Empirical Librarians.
- Brewer, A., Lawton, C., Rhoades, J. (2016). *Act to the future: utilizing scenario planning to shape a strategic plan*. Presented at Maryland Library Association Annual Conference.
- Brewer, A., Rush, L., Stott, R. (2015). *Jargon-free librarianship: speaking the language of our patrons*. Presented at Virginia Library Association Annual Conference Poster Session.
- Brewer, A., Edwards, D., Hoepfner, A., Rhoades, R. (2014). *How relevant are your results? Supporting topical research in discovery services*. Presented at Coalition for Networked Information.

PROFESSIONAL SERVICE

Local and National Service

- Information Architecture Conference, Reviewer, 2020
- UX Leadership in Academic Libraries, Organizer, 2019
- Empirical Librarians Conference, Reviewer, 2019
- Richmond Academic Library Consortium, Member, 2019
- Code4Lib Website Committee, Member, 2019
- Ex Libris Users of North America 2018 annual meeting, Moderator
- Virtual Libraries of Virginia (VIVA), Resource Sharing Committee, Member, 2014-2017

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University Service

- Faculty Senate, Webmaster and Honorary Senator (Virginia Commonwealth University) *2017-present*
- ADVANCE-IT grant ITC Facilitator (Virginia Commonwealth University) *2019-2020*
- VCU Search Appliance Replacement Committee, Member (Virginia Commonwealth University) *2018*
- Distance Learning Policy Advisory Committee, Member (Old Dominion University) *2013-2017*

Library Service

- Web User Experience Working Group, Chair (Virginia Commonwealth University) *2017-present*
- Phased Reopening Work Group, Member (Virginia Commonwealth University) *2020-present*
- EDI and Faculty Recruitment Task Force (Virginia Commonwealth University) *2020-present*
- Anti-Racism Group (Virginia Commonwealth University) *2020-present*
- Joint Online Learning Team (Virginia Commonwealth University) *2020-present*
- LibGuides Curators, Member (Virginia Commonwealth University) *2017-2020*
- Electronic Resources Committee, Member (Virginia Commonwealth University) *2017-2019*
- Resource Discovery Team, Chair (Old Dominion University) *2015-2017*
- Web Team, Chair (Old Dominion University) *2015-2017*
- Information Management Governance Team, Member and Interim-Chair (Old Dominion University) *2016-2017*
- SharePoint Training Team, Member (Old Dominion University) *2015*