

DR. JASMINE SIMMONS

ACCESSIBILITY CONSULTANT • DEAFBLIND STORYTELLER • ACCESSIBLE TRAVEL ADVOCATE

Dr. Jasmine Simmons is an accessibility consultant and DeafBlind audiologist using lived experience, education, and documentation to redefine accessibility in practice. Her work prioritizes clarity, dignity, and real-world application over performative advocacy across travel, daily life, and cultural spaces.

While travel is a primary entry point, the brand extends beyond tourism into education, consulting, storytelling, and authorship, supporting brands, institutions, and destinations committed to meaningful accessibility and inclusion.



Positioned for partners who value credibility, lived expertise, and long-term accessibility impact over surface-level representation.

CREATIVE DIFFERENTIATION

The strength of this brand is not spectacle or inspiration. It is credibility built through lived experience, clinical expertise, and consistent execution. Rather than signaling authority through performative advocacy, Dr. Jasmine Simmons signals authority through clarity, dignity, and real-world accessibility in practice.



WHAT MAKES THIS BRAND DISTINCT

- Lived DeafBlind perspective paired with clinical expertise
- Accessibility shown in real environments
- Calm, natural human storytelling
- Education delivered through experience
- Clear boundaries around language, framing, and audience alignment

WHAT THIS BRAND REFUSES

- Inspiration-first disability framing
- Optics-driven accessibility efforts
- Simplified narratives that erase complexity
- Trend-led advocacy without accountability
- Content built for consumption, not comprehension

ALIGNMENT & PLACEMENT

Leverage selective audience alignment and intentional placement to strengthen credibility, reduce misinterpretation, and support long-term brand partnerships.



Audience with Intent

Disabled individuals, especially Deaf, Blind, and DeafBlind communities, alongside non-disabled audiences who are actively seeking to learn and engage responsibly.

Brand-Facing Audience

Tourism boards, travel brands, hospitality groups, and organizations that are serious about improving accessibility but need real-world guidance grounded in lived experience.

Strategic Placement

Best positioned within travel and tourism partnerships, hospitality campaigns, accessibility education spaces, cultural institutions, and brand collaborations that prioritize meaningful accessibility over optics.

BRAND ECOSYSTEM

This brand functions as a system, not isolated content lanes. Each element reinforces the same point of view, values, and authority.

Travel Documentation

Accessible travel experiences showing preparation, navigation, accommodations, and realities without sensationalism.

Education

Short-form and long-form content translating accessibility concepts into lived understanding for brands, institutions, and audiences.

Consulting

Accessibility strategy, audits, and guidance rooted in real-world application rather than compliance-only frameworks.

Authorship

Children's books and storytelling focused on disability representation, identity, and normalization from an early age.



STRATEGIC FOCUS & EXECUTION

Focus the brand around disciplined execution and selective partnership by prioritizing fewer, better-aligned collaborations, tightening language and visual consistency, and treating every piece of content as a deliberate reinforcement of long-term positioning rather than reach-driven output. This approach centers lived expertise, protects narrative integrity, and ensures visibility builds trust and authority instead of dilution or overexposure.

SECURE CLARITY, CREDIBILITY & ALIGNED PARTNERSHIPS

BY STANDARDIZING CONTENT ACROSS TRAVEL, EDUCATION, AND CONSULTING, REFINING ACCESSIBILITY LANGUAGE, AND POSITIONING FOR TOURISM AND BRAND PARTNERSHIPS THROUGH CLARITY, TRUST, AND LIVED EXPERTISE.