

# About The Developers



Katy and Katrina at Katy's Graduation from the University of Texas at Austin

For Katrina Parrott, the road to becoming one of the most innovative Native App Developers began in an unlikely place: NASA JSC, where she managed their Logistics Contract.

iDiversicons was developed jointly with her daughter Katy Parrott, a Public Health Pre-Med student at UT, after she expressed, “wouldn’t it be nice to have emoji that look like the person sending them.” They then discovered that there is a big demand for more diverse emoji, and went on to assemble an experienced programmer, artist, and video team to bring their unique vision for iDiversicons to life.

iDiversicons was the very first company to introduce truly diverse emoji back in 2013, and since then we have created over 900 wide-ranging emoji. We were also the first to introduce the groundbreaking 5 Skin Tone Standard, which was later adopted by Unicode and even Apple itself. And we are regularly featured in news articles by major publications across the country.

iDiversicons is a game-changing app that pioneers diversity and inclusion, offering for the first time an amazing new iPhone and iPad-compatible keyboard with a truly diverse emoji. Representing an entire world of faces, iDiversicons has over 900 emoji to choose from, so no matter where on earth someone is from, chances are they'll see faces that look like them. They satisfy a void that the current emoji lack and what the public has been asking for: “more faces of color.” With just a push of the button, users can post our emoji into a Text, Email, Facebook or Twitter and send them all over the world.

Emoji are used to enhance online communication through text, email and other social media networks. Approximately 8 trillion text messages are sent each year around the world. With iDiversicons, you can communicate quickly and silently. Using emoji makes it fun when there is no time for a conversation, or if it is too noisy. Anyone with a mobile device will appreciate these differences. iDiversicons can be used in most applications that support media, including Multimedia Messaging Service, Email and iCloud Messages. We offer iDiversicons App in both iTunes Store and Google Play! In celebration of the 25<sup>th</sup> Anniversary of the Americans with Disabilities Act (July 26, 2015), iDiversicons is the first to create emoji for people with disabilities.

Katrina is a Washington DC native who lives in League City, Texas. She majored in Business Administration with a concentration in Procurement Acquisition at American University.

More information can be found at <http://www.idiversicons.com>