



ALICIA JARVIS
Senior Technical Product Manager II

Hello@alicia.design

Professional Experience

Summary

A creative force for change and thought leader offering a positive perspective and innovative solutions to complex problems relating to universal usability. A proven track record of matching business goals with consumer and employee needs to lead the way in accessible user experience by providing consultation services to government agencies, educational institutions and private sector companies.

Senior Technical Product Manager II

- Senior Technical Product Manager with 13+ years of experience in product accessibility
- Well-versed in the evolving accessibility and inclusive design space.

Skills

- Product management
- Process improvement
- Risk management
- Strategic planning
- Budgeting & forecasting
- Service design
- Portfolio management

Certifications

Scrum Alliance – Certified Scrum Master

IAAP – Certified Professional in Accessibility Core Competency (CPACC)

Google Project Management Certificate

Product Focus – Certified Product Manager

Honours and Awards

Rising Star - WCT Leadership Excellence Awards – 2022/2023

Bell Excellence & Innovation Award – 2022/2023

RBC Leo Award – 2016

Professional Experience

Bell Canada

Senior Technical Product Manager II - April 2025 – Present

Bringing accessibility into every stage of the product lifecycle, from design and development to testing and launch, ensuring features meet standards, reduce barriers, and support real user needs

Key Accomplishments:

- Launched Virtual Sign Language Interpretation Service in 80 Bell and Virgin Plus retail stores
- Grew the Employee Resource Group by 60% since launch
- Managed multiple concurrent projects across multiple business units
- Provided guidance to multiple product teams to ensure proper implementation of accessibility standards and guidelines

Accessibility Standards Canada

Technical Committee Member for Design and Delivery of Programs and Services Including Customer Service - November 2023 – Present

Creating standards supporting accessible design and delivery of programs and services for all, including customer service.

Bell Canada

Senior Product Manager, Accessibility Portfolio - August 2021 – April 2025

Responsible for the end-to-end strategy & execution of complex digital accessibility and inclusive design initiatives spanning multiple concurrent projects across multiple business units with budgets ranging from \$200K - \$1.5M

Key Accomplishments:

- Founded and Chaired the Diversability at Bell employee resource group.
- Created the Accessibility Community of Practice
- Co-created the BCE Accessibility Plan and Progress Reports

Scotiabank

Senior Digital Accessibility Specialist - August 2020 – August 2021

RBC

Inclusive Design Practice Lead – December 2017- August 2020

Lead the Inclusive Design practice within one of North America's largest design teams.

Key Accomplishments:

- Co-founded the RBC Digital Accessibility and Inclusive Design Guild.
- Created and leads the Inclusive Design practice across RBC Digital Design

QA Analyst – March 2015 – December 2017

Responsible for the creation and execution of test cases based on business value to ensure quality delivery of software.

Partnered across IT and assigned business lines to test new or existing software in order to ensure user stories are met.

Key Accomplishments:

- Partnered with internal and external stakeholders to create Pega 7 Usability and Accessibility best practices documentation which led to an improved vendor relations and defect triage strategy
- Created and Developed a Master Test Strategy and Plan for Accessibility Testing
- Built a proven accessibility testing model based on traditional and agile test approach
- Lead and directed the accessibility test automation effort by developing and executing an automation framework using Selenium, Deque aXe-Core and Python with a focus on moving away from manual testing whenever possible.

IT Accessibility Consultant – June 2014 – March 2015

Supported the processes, tools, and technology to deliver a consistently rewarding customer and employee experience to a broader population base; including, the aging population and people with disabilities.

Key Accomplishments:

- Engineered and integrated automated accessibility testing into the QA process using aXe-core
- Created and leads the accessibility testing strategy across several agile labs
- Assisted in the IT Accessibility Project Certification process
- Created and maintained a collaborative social networking site for the team
- Developed a sample alternative, accessible modal window

AccessAbility Advantage

AODA Consultant – August 2013 – June 2014

Guided organizations through new Accessibility for Ontarians with Disabilities Act (AODA) standards with compliance strategy, policy development, training, and implementation,

Key Accomplishments:

- Conducted WCAG 2.0 web accessibility audits for various clients including Ontario Colleges of Library Services
- Facilitated high level meetings with various clients regarding the Integrated Accessibility Standard Regulations (IASR)

Sapient Nitro

Web Accessibility Auditor/Consultant – February 2014 – March 2014

Conducted a comprehensive web accessibility audit and provided guidance on

web accessibility standards and compliance

Key Accomplishments:

- Provided a gap analysis to assist a major client with determining the current state of accessibility of their websites and to determine the work effort required to bring the websites into compliance within the prescribed AODA timelines and WCAG 2.0 Standards.
- Wrote a comprehensive report and conducted a client presentation of the findings
- Tested a prototype app for Section 508 compliance

TAG Idea Revolution

Junior HTML Developer - October 2012 – January 2013

Managed content development (English/French) and conducted quality assurance (QA) testing on Web-based projects for clients including CarStar and Swiss Natural

Key Accomplishments:

- Provided editing and editorial support in both English and French to the content management team
- Migrated, converted and maintained data through Word Press

Bell Canada

Marketing Manager: October 2010 – October 2011

Managed content development (English & French) and coordination of Accessibility projects and related internal training initiatives. Conducted relevant market research and monitored government legislative initiatives worldwide impacting accessibility product and customer service requirements.

Key Accomplishments:

- Content development (English/French) of bell.ca/accessibility_services to transform previously archaic “special needs” section into a dynamic section improving communication flow and tailoring it to the needs of customers.
- Tested and verified WCAG 2.0 level A &AA compliancy of bell.ca/accessibility_services
Oversaw the development and launch of bilingual, integrated, multi- channel print, web and direct marketing campaigns that increased awareness of the Accessibility Services Centre among Canadians with disabilities
- Oversaw development and revised the content (English/French) of disability awareness training to all customer-facing employees at Bell
- Recommended and implemented changes to various existing business processes
- Contributed to various CRTC proposals and interrogatories

Product Development Coordinator: October 2009- October 2010

Worked with Product Solutions team focusing on improving products and services

for persons with disabilities

Key Accomplishments:

- Bell IP Relay Service launch
- Co-created Bell's first accessibility strategy and roadmap
- Co-lead the heuristic and usability accessibility assessment of the IPTV product in partnership with IBM

Education

Bachelor of Arts with Honours, Criminology, June 2008, York University, Toronto, Ontario

Law Clerk Diploma, June 2004, Humber College, Toronto, Ontario

Volunteer Experience

YouthLeadArts

Board Member - November 2025 – Present

Bell Canada

Founding Chair, Diversability at Bell - October 2022 – Present

As Founder and National Chair of the employee resource group Diversability at Bell, I am honored to be a resource and advocate for people with disabilities.

Universal Design Network of Canada

Board Member - October 2022 – Present

Access 2 Accessibility

Board Member - September 2021 – Present