ALICIA JARVIS
Diversity, Equity & Inclusion Strategist

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.

Diversity, Equity & Inclusion Strategist

- Senior Product Manager with 12+ years of experience in diversity, equity & inclusion
- Well-versed in the evolving accessibility and inclusive design space
- Effective research and documentation skills.

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Skills

- Universal design
- Inclusive design
- Design strategy
- Design research
- Product design

- Product management
- Process improvement
- Risk management
- Planning, budgeting & forecasting

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Certifications

Scrum Alliance – Certified Scrum Master

IAAP – Certified Professional in Accessibility Core Competency (CPACC)

Google Project Management Certificate

IBM Bluemix Essentials Badge

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Honours and Awards

Bell Excellence & Innovation Award - 2022

RBC Leo Award – 2016

RBC Performance Conference Award – 2016

RBC Quarterly Star Award - 2016
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Professional Experience

Bell Canada
Senior Product Manager, Accessibility Portfolio - August 2021 – Present
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.

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

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
  ➢ Assists 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
Product Development Coordinator: October 2009- October 2010
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

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Education

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

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

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Technical Knowledge

| HTML5 | W3C WCAG 2 | WAI ARIA |