TALYA JESPERSON, MA, PMP (she/her)

talya@talyaj.ca · talyaj.ca

PROFESSIONAL SUMMARY

Project manager (PMP, MA Sociology) dedicated to using technology to expand equitable access to learning and to helping people navigate digital life safely and confidently. With 8+ years leading digital products and platforms across education, research, and mission-driven organizations, I have launched a national research platform, a custom CRM, an e-commerce platform and multiple website redesigns, building tools that centre the people who use them. My strengths lie in bridging technical teams and the communities they serve: understanding user needs, guiding products from discovery through release, rollout and adoption, and developing the training for new tools. I am committed to equity, inclusion, and digital literacy, ensuring the products and initiatives I build make a lasting, positive difference.

SKILLS & PROFICIENCIES

Product & Delivery: Product discovery, user testing, UX/UI, requirements and prioritization, phased release planning, Agile (Scrum, Kanban), Waterfall and hybrid methodologies, risk management, project budgeting

Systems & Data: AI integration and AI-assisted workflows, workflow automation, process and workflow optimization, CRM and database management, dashboards, information management, documentation, website development

People & Strategy: Stakeholder engagement, cross-functional collaboration, technology adoption and training, strategic planning, leadership, facilitation

Learning & Education: Inclusive and accessible design, neuroaffirming practice, curriculum development, digital literacy

Tools: Asana, Jira, Trello, Microsoft Planner, Microsoft Project, Basecamp

RELEVANT WORK EXPERIENCE

Manager, Executive Search and Special Projects

Simpson Associates (Grandlark Group) | Vancouver, BC · *full-time* **Oct. 2022 – Present**

Simpson Associates (https://www.grandlarkgroup.com/companies/simpson-associates) is an executive search group under the umbrella of Grandlark Group, based in Vancouver, BC.

- Led the redesign and upgrade of the firm's database and launched a custom CRM, from requirements with vendors and leadership through phased Agile releases, with stakeholder feedback shaping each release.
- Integrate AI tools into daily operations to streamline and optimize workflow processes, manage team data, and accelerate research.
- Design automated workflows and build dashboards that give leadership clearer, data-informed visibility into operations.
- Deliver onboarding and training so staff adopt each release in their daily work.
- Define scope and requirements with software vendors and internal leadership, keeping documentation current.
- Write business cases weighing needs, risks, costs and benefits to support executive decisions on new initiatives.
- Embed inclusive practices into recruitment workflows and candidate experience design.
- Planned company-wide visioning sessions to align teams on strategic goals.

Learning Coach

MyLearningCoach | *part-time* **Aug. 2022 – Feb. 2024**

MyLearningCoach (https://mylearningcoach.ca/) is an independent provider that works with post-secondary accessibility professionals across Canada to support students facing disability-related, academic, or systemic barriers to learning.

- Provided ongoing one-on-one coaching and tutoring to a caseload of 8 post-secondary students, several across multiple terms, specializing in social sciences and academic writing.
- Developed individualized learning tools, strategies and programming for neurodivergent learners, building on each student's strengths to address barriers to learning.
- Coached executive function skills including planning, prioritizing, time management and task initiation.

- Applied inclusive, student-centred practices, adapting instruction to learners' needs, pace and learning style.

Project Manager · Technical Coordinator · Project Coordinator

Electronic Textual Cultures Lab | *University of Victoria · part-time* **Aug. 2022 – Feb. 2024**

The ETCL (https://etcl.uvic.ca/) is a digital humanities lab based out of the University of Victoria dedicated to open scholarship.

- Coordinated academic researchers, technical developers and administrators across concurrent research and infrastructure projects, turning user and organizational needs into clear requirements and plans.
- **Canadian HSS Commons:** defined requirements for a national research platform from prior user testing data, sequenced the work into three phased releases by priority and feedback, ran accessibility and functionality QA, and onboarded 100+ new academic users.
- **DHSI website redesign:** led a redesign serving 1,100+ annual attendees and 120+ sessions through iterative design sessions with IT, events and academic teams; the hybrid delivery model introduced was adopted for future redesigns.
- **Group website redesign:** delivered four academic websites on schedule and within a $20,000 budget, from needs assessment through integration testing, stakeholder acceptance and post-launch review.
- **DHSI 2022:** led end-to-end delivery of an international conference for 1,100+ attendees, including a registration-integrated event website, adapting plans to COVID-related travel and refund policies.
- Trained new and existing team members on tools and workflows to support consistent adoption.

Project Manager

Dominique Forand Creations | *part-time* **Aug. 2017 – Feb. 2019**

Dominique Forand Creations is a consulting service dedicated to enhancing leadership development and organizational effectiveness.

- Led a 10-month Agile launch of a user-focused website and brand identity, iterating designs through regular feedback with design, IT and executive stakeholders.
- Coordinated user acceptance testing with clients and partners, and tracked traffic, engagement and feedback KPIs to guide sprint adjustments, increasing site traffic.

Communications / Marketing Manager

This Table / Olive the Senses | Victoria, BC · *full-time* **Sept. 2015 – Sept. 2017**

This Table is a gourmet food e-commerce platform specializing in high-end ingredients and accompanying recipes, aiming to elevate culinary experiences for food enthusiasts.

- Led the Agile launch of an e-commerce platform integrating inventory, a recipe blog and point-of-sale, managing designers, developers and executives through Jira.
- Ran market research and competitive analysis to shape user experience and brand strategy.
- Oversaw user testing and QA, fed findings into sprint planning, and reported traffic, conversion and retention KPIs to stakeholders.

SUPPLEMENTARY EXPERIENCE

Also held roles as a research assistant and teaching assistant while completing my studies.

CERTIFICATIONS

Project Management Professional (PMP) Certification **June 2025**

View badge: https://www.credly.com/badges/e328ece3-09f4-4884-b3f5-c05e12c22b0b/public_url

EDUCATION

Master of Arts in Sociology **Sept. 2020 – Aug. 2022**

University of Victoria

Concentration in Cultural, Social, and Political Thought. Thesis: A Siri-ous Conversation about AI: Understanding Human Relationships with Artificial Intelligence

Bachelor of Arts in Sociology, with Distinction **Sept. 2013 – May 2020**

University of Victoria

Minor in Technology and Society. Thesis: Creating Context for the Democratization of Technology: Exploring Platforms for Decentralization of the Internet and Digital Knowledge Commons

Certificate in Business Administration **May 2015 – July 2015**

University of Victoria, Division of Continuing Studies

COMMITTEES & SERVICE

Volunteer | Rize Skills Training · (https://weallrize.ca/) **Oct. 2026 – present**

An East Vancouver organization that teaches plain-language digital skills to families, seniors, newcomers, working people and small businesses, starting with Black and Indigenous communities.

- Develop curriculum and facilitate hands-on courses on online safety, scam prevention, cloud tools and safe use of AI at work.
- Help build the organization from the ground floor, shaping its programs and how they are delivered.

Founder | Hello Computer · (https://hello-computer.org/) **Apr. 2026 – present**

A casual not-for-profit that helps people navigate the digital world through digital literacy workshops and resources.

- Founded the organization and lead its strategy and early-stage planning.
- Build partnerships with community centres to bring free digital literacy talks and resources to local residents.

President | Trout Lake Pottery Club **Jan. 2025 – present**

Secretary (Jan. 2024 – Dec. 2024) · Member since Apr. 2023

- Lead club governance and operations, including documentation and decision-making processes, for a community-run studio.

Volunteer | CCPA-BC · (https://www.policyalternatives.ca/) **Nov. 2023 – Oct. 2025**

Student Governance | University of Victoria **2020 – 2022**

MA Student Representative (Sociology); Graduate Representative, Associate Dean Academic Search Committee; Student Affairs Committee; Graduate Council

PUBLICATIONS & PRESENTATIONS

Five publications and conference presentations (2021–2022) on the Canadian HSS Commons, open social scholarship and human relationships with AI, including articles in *IDEAH* and *Pop! Public. Open. Participatory*. Full list on ORCiD (https://orcid.org/0000-0002-1347-370X).