

Debora Ermel

Digital QA Specialist

UX Validation, Accessibility & Release Risk

LinkedIn: [Deboraermel](#) Email: debbyermel@gmail.com Location: Calgary, Canada

I catch the issues that break web experiences before they reach customers. My background spans frontend development, QA, and accessibility, which means I understand why things break at the implementation level, not just that they broke. I hold the CPACC credential and bring hands-on experience testing across functionality, UX, accessibility, and cross-browser behaviour for enterprise clients in finance and e-commerce.

WORK EXPERIENCE

Independent Accessibility & Digital QA Specialist

Remote | Oct 2024 - Present

- Delivered audit findings in multiple formats, including annotated Figma screenshots, WCAG-referenced written reports, and component-level teardowns, reducing the gap between issue identification and developer action
- Conducted over 25 manual accessibility and UX audits on live e-commerce websites, producing developer-ready findings and fix guidance based on real-world customer flows
- Identified accessibility failures in navigation, filtering, and purchase flows, delivering structured findings that gave developers and stakeholders a clear path to resolution
- Developed AI-assisted workflows to organize audit findings, surface recurring issue patterns, and reduce repetitive analysis across accessibility and UX reviews

Usability & Digital QA Specialist

Dog and Pony Studios - Toronto | Sep 2023 - Sep 2024

- Rebuilt the weekly site health workflow for 7 to 10 client websites, creating a full triage-to-deploy cycle in Asana that took sites from health scores as low as 34% to over 78%
- Reduced QA-to-development feedback loops by 30% by embedding WCAG-driven accessibility test cases directly into sprint workflows
- Triageed third-party accessibility audits from enterprise clients, eliminating false positives, locating affected code, and rewriting raw findings into developer-ready tickets with reproduction steps and fix options
- Validated releases across functionality, UX, cross-browser/device behaviour and accessibility for major financial and enterprise clients, serving as the sole QA practitioner across 4 to 5 simultaneous projects
- Coordinated defect triage and sprint communication across distributed international teams in Portuguese, Spanish, and English, reducing friction in cross-timezone QA workflows and accelerating issue resolution

Shopify Technical Project Manager

Satel Creative (Shopify Plus Partner) - Vancouver | Jan 2023 - Aug 2023

- Enforced a campaign approval deadline policy for a high-volume e-commerce client that eliminated recurring late-night emergency deployments, reducing unplanned after-hours dev work from a weekly occurrence to near zero
- Standardized QA handoff workflows and acceptance criteria in Jira and Confluence across 3 concurrent client projects, reducing requirement ambiguity and preventing late-stage regressions
- Managed a full Shopify migration end-to-end for a non-technical client, overseeing payment integration, leading client calls, and translating technical changes into plain language to drive adoption and confidence in the new system

Shopify Frontend Developer & UX Analyst

Satel Creative (Shopify Plus Partner) - Vancouver | Sep 2021 - Jan 2023

- Co-built Satel's proprietary Shopify starter theme from scratch over 5 months, incorporating accessibility and UX improvements from the foundation and used as the base for 4+ client storefronts
- Reduced post-launch remediation time by approximately 25% by building accessible, reusable components into the starter theme, preventing defects from reaching production
- Ran pre-launch UX and design reviews across Shopify builds for major retail clients, catching visual drift, interaction failures, and usability issues before release

Lead Frontend Developer & QA Contributor

Play Business - Mexico City | Sep 2018 - Sep 2021

- Promoted to Lead Frontend Developer after 2 years, taking ownership of code reviews and PR approvals across a 12-person development team, including backend engineers whose work touched the frontend
- Introduced informal frontend QA practices before a formal QA function existed, identifying usability and interaction failures during build phases and preventing issues from reaching production
- Verified frontend behaviour against business logic across 10+ simultaneous investment round platforms, collaborating with backend engineers to surface integration issues before release

CORE CAPABILITIES

Product & Release Quality

- Pre-release and regression testing
- Functional, interaction, and visual QA
- Cross-browser and real-device validation
- Acceptance criteria review
- Defect triage and ticket writing
- AI-assisted reporting & workflow automation

Accessibility

- CPACC certified
- Manual testing | WCAG 2.2 AA
- Keyboard and screen reader testing
- ARIA and semantic HTML review
- axe, WAVE, Lighthouse
- Figma-to-build validation

Tools and Environments

- Chrome DevTools
- HTML, CSS, JavaScript
- GitHub, Screaming Frog
- Jira, Asana, Confluence
- Shopify (Liquid), WordPress
- CMS & Admin Pane

EDUCATION & CERTIFICATION

- Certified Professional in Accessibility Core Competencies (CPACC) – International Association of Accessibility Professionals | 2025
- WAS Certification Preparation (WCAG 2.2) – Deque University | 2025
- UX Design Certification – Glasgow Caledonian University | 2021
- Web Development Diploma – Ironhack | 2018

COMMUNITY & CONTRIBUTIONS

Accessibility Contributor & Event Support – [WP Accessibility Day](#) | 2024 – Present

- Translated accessibility session content into Spanish, expanding reach for a global audience of developers and designers
- Coordinated live event coverage across APAC time zones for a 24-hour international conference

Accessibility Content Writer – [The Inclusivity Online](#) | 2024 – Present

- Write practical content on web accessibility for developers, designers, and digital teams, with a focus on WCAG implementation and usage in real-world builds

LANGUAGES

Portuguese (native), English (fluent), Spanish (fluent), French (intermediate)