

PROFESSIONAL EXPERIENCE

Profile

Fascinated by human behaviour and technology, I aim to leverage my expertise in cognitive psychology and research to design digital products. As a user-centric and data-driven product designer, I create sustainable and accessible products.

Main areas of expertise

- User Research
- UX-UI Design
- Data Analyses
- Data Visualisation
- Consulting
- Training and Mentoring
- Accessibility
- Sustainability

Certifications

- **Web quality assurance** (Opquast, Jan. 2024)
- **UI Design & Design system** (Laptop, Dec. 2022)
- **HTML & CSS** (OpenClassroom, Sep. 2022)
- **UX-UI Design** (CEGEFOS, Dec. 2021)

Consultant at OCTO Technology (Accenture France) February 2022 - Present

- User Researcher - Thalès | Feb.2024 - Currently

Project aim: securised the modernisation and rationalisation of an application portfolio consisting of 1200+ applications.

- Provided an overall assessment of the applications, identified various user profiles understood their characteristics and usage, evaluated and compared user journeys, communicated our findings and guided the decision-making process for rationalisation.

- Senior Product Designer - Ministry of Labour | 2 years

Project aim: scoped and delivered the governmental website '1jeune1solution' providing support for young individuals. Reached 180,000 monthly unique visitors.

- **User research:** utilised a scientific research approach, conducted interviews, facilitated workshops, created personas.
- **UX design and testing:** conducted and analysed over 100 user tests and more than 500 survey responses each quarter, applied data-driven and user-centric decision-making, leading to an average usability score (SUS) of 81%.
- **User interface (UI) design:** developed prototypes and a UI kit from scratch with ongoing updates, ensured sustainability and accessibility, resulting in successful audits (RGESN and RGAA) with scores exceeding 80%.
- **Collaboration:** with product owners, product managers, developers (devOps, back-end, front-end) and client stakeholders. Facilitated project management, prioritisation, testing of developed features, sharing of research and design processes, consideration of emerging political and economic challenges.

- UX Designer - StreetCo | 3 months

Project aim: scoped the mobile app "StreetCo", a navigation system adapted to people with reduced mobility.

- Facilitated gamification workshops to create an engaging mobile app, elaborated a roadmap, conducted a benchmark of competing mobile applications, mapped user journeys, developed information architecture, created wireframes, conducted and analysed 50+ interview and user tests.

- Other key roles within the company | 2 years

- **R&D steering committee leader:** enhanced the quality of R&D projects to secure more research tax credits (developed a scientific research training, coached 30+ HR and consultants in setting up and implementing their R&D project, advised the director of R&D).
- **Scientific expert and data analyst:** led an initiative to assess the well-being of 1,000 employees to improve satisfaction level and staff retention.
- **Manager of intern consultants:** provided mentoring and support in professional development and supervised research projects.
- **Trainer:** developed training courses on the scientific approach and cognitive psychology, training 150+ consultants (data scientists, designers, product owners).

Manager and teaching assistant (University of Paris, France) October 2017 - March 2021

- Managed and supervised 4 masters student and taught statistics, scientific research methods and cognitive psychology to undergraduate students.

JOY DESDEVISES

Product Designer

EDUCATION

Hard-Skills

- Research process
- Qualitative and quantitative methods (user test, analytics, A/B testing, survey...)
- Descriptive and inferential statistics (Python, Jamovi, R)
- Prototyping (Figma) and design (information architecture, experience map, persona...)
- Agile and Scrum methodologies (Sprints, Daily Standups, Backlog Management)

Ph.D. - Research in cognitive psychology

University of Paris (Paris, France) | October 2017 - March 2021

Title: "The influence of social context on the generation of creative ideas in problem-solving"

- **Project management:** set objectives, managed participant recruitment, anticipated deadlines and potential constraints.
- **Research:** conducted literature reviews, selected appropriate methodologies, conducted descriptive and inferential data analyses, dissemination and writing.

Master's Degree - Cognitive Psychology Fundamental and Applied Research

University of Paris (Paris, France) | September 2015 - July 2017

Bachelor's Degree - Psychology

University of Paris (Paris, France) | September 2012 - July 2015

COMMUNICATIONS & PUBLICATIONS

Blog articles

Posts on [Medium](#) (English) and 6 posts on the [OCTO Technology blog](#) (French): on the scientific method, cognitive and social psychology topics

Scientific article (under review) in the "International Journal of Design Creativity and Innovation"

Title: "How do out-group and in-group competitions influence idea generation in creative problem solving?"

Training courses created from scratch

- On the scientific research process (duration: 1/2 day)
- On cognitive psychology (duration: 1 day)
- On quantitative and statistical analyses (duration: 1/2 day)

Conference speaker for Total Energies - Cognitive Psychology in Design

Paris, France | November 2023

Conference speaker at the Agile Tour Annual Convention - Responsible digital product

Aix-Marseille, France | May 2022

Doctoral Thesis

Title: "Influence of social context on the generation of creative ideas" | March 2021

Conference speaker at the American Psychological Association's 127th Annual Convention - Development of conflict detection in creative ideas generation


Chicago, USA | August 2019

Soft-Skills

- Complex problem solving
- Enthusiastic and self-improving
- Time management and adaptability
- Sharing and mentorship
- Autonomy and teamwork
- Communication (presentations, workshops, outreach, reporting...)
- Leadership

Languages

 French (native)

 English (fluent)