Joy Desdevises
Product designer

Behance | LinkedIn | Medium : *Joy Desdevises, PhD*

contact@joydesdevises.com

https://joydesdevises.com

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

PROFESSIONAL EXPERIENCE

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

- User Researcher - Thalès | Feb.2024 - Currently

Project aim: secured the modernisation and rationalisation of a portfolio of over 1200 applications.
- Conducted comprehensive assessments (interviews, persona, experience map, quantitative surveys...), communicated findings effectively to stakeholders and provided strategic guidance in the decision-making process

- 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.
- Facilitated workshops, conducted and analysed over 100 user tests and more than 500 survey responses each quarter, data-driven and user-centric decision-making, analytics, designed interfaces with a focus on sustainability and accessibility, created UI Kit from scratch with ongoing updates

- UX Designer - StreetCo | 3 months

Project aim: scoped the mobile app "StreetCo", a navigation system adapted to people with reduced mobility.
- Gamification, information architecture, wireframes, user flow…

- 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 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, PO/PM).

Doctoral Researcher (Research laboratory *LaPsyDÉ*)
October 2017 - March 2021

Topic: "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)
- Conducted literature reviews and selected appropriate methodologies
- Conducted research experiments and performed descriptive and inferential data analyses
- Disseminated findings and wrote research papers

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

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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)

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** (C1 level - IELTS Test, June 2024)

EDUCATION

Ph.D. - Research in cognitive psychology
University of Paris (Paris, France) | October 2017 - March 2021

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

Scientific article in an international peer-reviewed journal
- Desdevises, J., & Cassotti M. (2024). How do out-group and in-group competitions influence idea generation in creative problem solving?. *International Journal of Design Creativity and Innovation*. https://doi.org/10.1080/21650349.2024.2377548

Blog articles
- Posts on Medium (English) and 6 posts on the OCTO Technology blog (French): on the scientific method, cognitive and social psychology topics

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

Doctoral Thesis
Title: "Influence of social context on the generation of creative ideas" (March 2021) available on my ResearchGate

Conference speaker at the Agile Tour Annual Convention - Responsible digital product
Aix-Marseille, France | May 2022

Conference speaker at the American Psychological Association's 127th Annual Convention - Development of conflict detection in creative ideas generation
Chicago, USA | August 2019