

Alyson Desmarais

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EXPERIENCE

Tokio Marine HCC - InsureMyTrip

Warwick, RI

Lead UX Designer

May 2019 - February 2022

- Led the UX department for the company and managed contracts with third-party vendors for both the U.S. and CA within a year of being at the company
- Managed the entire research and UX/UI design process for a new global expansion into CA which included data analysis, completing user surveys, user testing, and working to create a responsive website
- Researched, designed, and constructed a new internal website in the span of four months
- Created and implemented a company-wide design system that complied with WCAG AA accessibility standards
- Worked closely in an Agile environment with multiple development teams, marketers, data specialists, and upper management in order to create new designs

RookieUp Mentorship

Remote

Student Mentee

December 2018 - March 2019

- Facilitated customer interviews, designed usability tests, completed competitor analyses, created customer surveys, and analyzed customer data
- Created custom logos and unique UI designs based on the company's brand and values
- Developed two in-depth app prototypes that were based on customer research and focussed on meeting the needs of the customer and the business

VOLUNTEER/LEADERSHIP EXPERIENCE

Samaritan's Suicide Hotline

Westport, MA

Emotional Grief Support Associate

June 2017 - August 2019

- Answered calls from individuals who were often in compromised emotional states
- Empathized with individual's situations while helping distance them from circumstances/articles that could harm them
- Obtained professional/psychological care for callers when necessary, which included alerting local police and organizing wellness checks

Freelance Mentor

Warwick, RI

UX Design Mentor

January 2020 - January 2022

- Advised multiple individuals on the role of a UX/UI designer and what the position entails
- Guided them as they began their journey in UX/UI design and provided detailed feedback and coaching as they completed mockups and worked on developing their portfolios

EDUCATION

University of Massachusetts Lowell

Lowell, MA

Bachelor of Arts in English, Minor in Psychology

August 2015 - May 2019

- 4.0 GPA, Excellence Award

DesignLab

Lowell, MA

Certificate in UX Research and Strategy

November 2018 - December 2018

SKILLS & INTERESTS

Skills: Figma | Axure | Sketch | Adobe Creative Suite | UX Research | Hotjar | HTML (basic) | CSS (basic)

Interests: UX/UI Design, UX Research, Design Systems, Data Analysis, SEO, Adventure Travel, Writing