

ALYSSA JONES

Senior User Experience (UX)
Design & Accessibility Expert

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SUMMARY

Senior UX, accessibility, and research operations leader with 9+ years of experience guiding teams and scaling inclusive enterprise and government digital products. Proven record building DesignOps, ResearchOps, and accessibility programs from the ground up while embedding WCAG 2.2 AA compliance into agile product development.

Experienced leading cross-functional initiatives, establishing governance programs, and mentoring multidisciplinary teams. Brings a systems-thinking approach to design systems, research operations, and product delivery—translating complex organizational priorities into clear roadmaps and user-centered solutions that drive measurable outcomes across multimillion-dollar product portfolios.

LEADERSHIP

Human Rights Campaign (HRC)

- National Board of Governors (3 terms + additional year)
- Federal Club Executive Committee Co-Chair
- Board of Governors Development Committee (4 years)
- New England Steering Committee Gala Dinner & Marketing Communications Co-Chair

Bentley University

- Board Member — UXGA (Human Factors & Information Design student organization)

Gateway Arts

- Advisory Committee Member

Salem Arts Association

- Board Director & Founding Treasurer

EXPERIENCE

Senior User Experience Designer & Accessibility Expert

Glasswall | Aug 2022 - Mar 2026 | London, UK (Remote)

AI & Product Design

- Led UX strategy and DesignOps delivery for Glasswall's first AI-powered product feature (Foresight), aligning cross-functional UK teams to translate complex threat prediction into clear user workflows.
- Contributed UX strategy and feature design to Glasswall Halo, winner of Security Innovation of the Year at the UK IT Industry Awards 2024.
- Directed UI consistency overhaul for Glasswall Meteor, coordinating an 8-person cross-functional team to deliver a sales-ready proof-of-concept supporting new business development.
- Partnered with product and engineering stakeholders to define requirements for a new data visualization feature, translating research insights into a sequenced product roadmap.

Accessibility Strategy & Compliance

- Built and operationalized Glasswall's company-wide accessibility program, founding a cross-functional governance committee and establishing audit and remediation workflows
- Achieved WCAG 2.2 AA compliance across a multimillion-dollar cybersecurity product portfolio (Meteor, Halo, corporate and documentation sites) within 18 months.
- Reduced site accessibility issues by 90%, partnering with web teams to deliver improvements across all web properties.
- Embedded monthly accessibility audits (BrowserStack + VoiceOver) into sprint cycles to maintain continuous compliance.
- Led redesign of the Glasswall documentation platform, creating a scalable WCAG-compliant design system for technical audiences.

Research & Operations

- Established a continuous UX research practice, running usability testing, synthesizing findings, and prioritizing recommendations shaping product decisions.
- Participated in and occasionally led sprint planning, backlog grooming, and design intake across a 16-person cross-functional product team.
- Developed global design handoff standards and workflows with an India-based engineering partner.
- Provided direct people leadership to team members, supporting onboarding and development that led to full-time conversions.

User Experience & Graphic Design Consultant

Cooking with Gas Studio | Jan 2016 - Oct 2022 | Salem, MA

Selected projects include:

- **Lindauer** — Led a brand identity refresh for Lindauer — collaborating with the CEO and stakeholders to evolve the logo, color palette, name, tagline, URL, and child brands in a way that modernized the identity while preserving existing brand equity. The updated brand was enthusiastically received by leadership and stakeholders.
- **HRC New England** — Redesigned HRC New England's information architecture and migrated all content to a rebranded website, driving a 200% increase in site visits year-over-year. Simultaneously managed end-to-end production of multiple 84-page annual dinner programs and all associated collateral — overseeing asset collection, print-ready file creation, and vendor bidding.
- **Salem.com** — Conducted UX research and developed a proof-of-concept information architecture and mobile prototype for Salem.com's municipal website redesign — translating complex civic content structures into a clear, accessible navigation model for a broad public audience.

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CERTIFICATIONS

- **Product Management Basics** – Pendo x Mind the Product, 2026
- **AI-Powered UX** – CoCreate, 2025
- **Certified Scrum Product Owner (CSPO)** – Scrum Alliance, 2025
- **ChatGPT Masterclass: The Guide to AI & Prompt Engineering** – Udemy, 2025
- **Introduction to Web Accessibility** – edX, 2023
- **Visual Design** – General Assembly, 2021

TOOLS & SKILLS

- **Emerging/AI:** Figma Make, Claude Cowork, Claude Code, ChatGPT, LoveableAI, Bolt AI, Cursor
- **Design:** Figma, Adobe XD, Sketch
- **Accessibility:** axe DevTools, WAVE, Browserstack, VoiceOver, Colour Contrast Analyser
- **Research:** UserTesting
- **Collaboration:** Azure DevOps, Jira, Lucid

HONORS

- **Glasswall AI hackathon winner** - Member of the winning team in the Product manager group at company hackathon day
- **Unsung Heroine Honor** - Member of the Commonwealth Heroines class of 2020, nominate by my state representative – Issued by Commonwealth of Massachusetts Commission on the Status of Women · Jun 2020

EXPERIENCE

User Experience Design & Research Intern

Constant Contact | Jun 2015 - Sep 2015 | Waltham, MA

- Designed and facilitated usability studies end-to-end at Constant Contact – managing participant recruitment, preparing moderator guides and test materials, running both local and remote sessions, and synthesizing findings into research reports and presentations shared across the UX team.
- Collaborated with senior designers to produce user flows, wireframes, and UI concepts, while contributing to Constant Contact’s design framework by documenting new and existing interaction and design patterns – helping maintain the organizational wiki and design asset repositories.

Project Coordinator

Sametz Blackstone Associates | Oct 2009 - Nov 2015 | Boston, MA

- Managed multiple client projects from kickoff to completion within approved budgets; ensured client satisfaction
- Conducted UX competitor research; presented differentiation strategies to inform multiple client website brand direction
- Coordinated continuous flow of project information between internal and external teams

EDUCATION

Master of Science (MS), Human Factors in Information Design –

Bentley University | Graduated 2015 | Waltham, MA

Coursework: Foundations in Human Factors, Information Architecture, Designing for Mobile, Prototyping for Interaction Design, Testing and Assessment, Managing a User Centered Design Team, Field Methods in Human Computer Interaction, Intelligent User Interfaces, Negotiation, and Developing Effective Business Relations in the Middle East

Bachelor of Arts (BA), Sociology – The Ohio State University