

# AMANDA MUTSAERTS

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Recent graduate of Simon Fraser University with a Bachelors degree in Interactive Arts and Technology.  
Competence in User Experience design from ideation, to prototyping, to the evaluation of designs.  
A passion for creating innovative, human-centric, and usable technology.

## SKILLS

- User research
- Service Design
- Design Evaluation
- Use cases
- Competitive Analysis
- User Testing
- Personas
- Wireframes
- Information Architecture
- A/B Testing
- Copywriting
- Design Heuristics

## DESIGN EXPERIENCE

### EB Games

#### UX Design

A multiplatform subscription rental service designed for existing EB Games customers, to increase the accessibility and affordability of gaming purchases by reducing the financial commitment of game and console purchases and providing flexible service options.

#### MY ROLE: UX & Copywriter School Project

- Researched existing market and opportunities for improvement through competitive analysis, customer research, and current service friction areas.
- Developed a customer journey framework identifying key touchpoints to add value for both the business and customers.
- Worked with the Graphic Designer and UI Designer in developing and iterating on prototypes and mockups.
- Wrote all copy for the website and application, presentations and the project video.

### Maserati

#### UX & Service Design

A service application designed for young Maserati owners (25-40), which allows them to experience personalized luxury post-sales service, to increase brand loyalty and result in future return purchases and sustainable business growth.

#### MY ROLE: UX & Service Designer, Copywriter School Project

- Researched the luxury market and buying habits of Maserati's fastest growing new markets to uncover opportunities.
- Developed a customer journey framework of the whole lifecycle of vehicle ownership, from the purchase of a car to potential resale, identifying key touchpoints to add value for both the business and customers.
- Developed microinteractions focused on providing the feeling of a luxury service experience for the customers.
- Worked with the Graphic Designer and UI Designer in developing and iterating on prototypes and mockups.
- Wrote all copy for the website and application, presentations and the project video.

## EDUCATION

Bachelor of Arts in Interactive Arts & Technology Simon Fraser University (2010-2015)  
Concentration in Design

The school of Interactive Arts & Technology combines computing, analysis of media, art and culture, and the implementation of new technologies.

### Relevant coursework

- Media Across Cultures
- Spatial Thinking & Comm.
- Interface Design
- Information Design
- Graphic Design
- Digital Games
- Interactive Arts
- Multimedia Programming
- Design Comm.& Collab.
- HCI & Cognition
- Spatial Design
- Intro to Tech Systems
- Body Interface (wearables)
- Speculative Design
- Interactive Obj. & Environ.

## INTERESTS

- Hiking
- Anything Middle Earth related
- Playing with other peoples dogs
- Trying new beers (especially seasonal or holiday related)
- Skiing and snowboarding, and snow in general