

Clarissa ter Maat

Service Design and User Experience
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Education

Savannah College of Art & Design (SCAD)
Savannah, GA (2014 - 2017)
B.F.A. Service Design, Minor Industrial Design
Study Abroad: Hong Kong, China (2016)

Miami International University of Art & Design
Miami, FL (2013)
Photography

University of Palermo
Buenos Aires, Argentina (2012)
Photography

Certifications

Certified SAFe® 5 Agilist
Safe Agile (2023)

Accessibility for Designers
Deque Systems, Inc (2022)

Certified Scrum Master
Scrum Alliance (2021)

Data Analytics
Cornell University (2019)

Design Thinking
IDEO University (2018)

Publications

Five Steps for Optimizing Mobile UX
Designing for the Digital Consumer
Using HCD to Improve Efficiency
Guidehouse (2023)

Skills

CX strategy
User research & content design
Lean thinking & agile delivery
Storytelling & visual communication
Interpersonal & critical thinking
Client management & project management
Fluent in Spanish

Tools

Adobe Suite (AI, ID, PS, XD)
Figma, Sketch & InVision
Miro & Mural

Experience

Guidehouse

Managing Consultant, User Experience Design

February - Present

Senior Consultant, User Experience Design

December 2020 - February 2024

- Customized blueprints, journey maps, and ecosystem frameworks to align airline companies with mail transportation and data flow processes.
- Manage the enhancement of an internal resource database through user research, frameworks, research reports, Design Thinking workshops, and proposing prioritized concepts.
- Strengthen a 12,000 member-based ecosystem through implementing a CX strategy and managing the communities.
- Lead a UI work stream to conduct research and propose new Power-BI solutions for a country-wide public webtool.
- Lead business proposals, host skill roadshows, recruit, mentor staff, and launch internal initiatives in favor of the company's growth.

Hilton Hotels & Resorts

Senior Service Designer, Customer Experience and Innovation

July 2019 - April 2020

- Conducted interviews, intercepts, and online surveys with hotel guests, housekeepers, and managers to identify cleaning service pain points.
- Illustrated personas, journey maps, storyboards, and ecosystem frameworks to convert data into actionable insights and opportunities.
- Led the prototyping and testing of in-room signage for an on-property cleaning service test that ran in 700+ hotels.
- Structured ambiguous ad-hoc data points into insightful and digestible reports for brand executives.

Marriott International

Senior Program Specialist, Customer Experience Innovation

February 2018 - July 2019

- Converted qualitative data into experiences, services, programming, and website content for the successful pilot of *Marriott Homes & Villas*.
- Conducted ethnographic research and user interviews around Central America for the design of all-inclusive brand extensions for 10+ brands.
- Hosted focus groups, user interviews, and Design Thinking workshops with users, brand leads, and real estate contractors to generate innovative programming and experiences for all-inclusive brand extensions.
- Advanced Marriott's portfolio to stay relevant and competitive through interdisciplinary collaboration with internal partners.

Seed Strategy Consulting, Service Design & Creative Intern

June - August 2017

- Conducted research analyses and concept solutioning for clients.

Volcom, Design Intern

July - August 2016

- Supported fashion designers and seamstresses on photoshoots, clothing prototypes, and fittings on Illustrator and PLM.

Wanderkit, Strategist Intern

July - August 2016

- Prioritized and translated user needs into high-fidelity wireframes.