

Clarissa ter Maat.

Service Design and User Experience

Education

Savannah College of Art and Design (SCAD)

Savannah, GA (2014 - 2017)

B.F.A. in Service Design

Minor in Industrial Design

Study Abroad: Hong Kong, China Spring 2016

Deans List 2015

Academic and Artistic Scholarship (2013 - 2017)

Miami International University of Art and Design

Miami, FL

Photography (2013)

University of Palermo

Buenos Aires, Argentina

Photography (2012)

Certifications

Cornell University

Data Analytics (2019)

IDEO University

Design Thinking (2018)

Skills

Experiment Design

CX Strategy & Service Design

User Research

UX Design

HCD + Lean Thinking & Agile Delivery

Storytelling & Visual Communication Design

Concept-to-Commercialization

Tools

Adobe Suites (AI, ID, PS, XD)

Figma, Sketch & InVision

Model Prototyping

3D Printing & Laser Cutting Plastic

Casting & Vacuum Forming

Language

English

Spanish

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Job Experience

Guidehouse

Senior Consultant, Experience Design

December 2020 - Present (Washington D.C.)

Hilton Hotels & Resorts

Senior Service Designer, Customer Experience and Innovation

July 2019 - April 2020 (McLean, Virginia)

Specializing in transforming complex functionality into coherent, accessible structures, the CX team collaborated with product teams to deliver innovative solutions. With my focus in UX research, I had the opportunity to fully engage Guests in order to empathize with and radically change how they interact with the company. I designed collateral, lead and conducted user research on 2 separate on-property tests that ran in over 700 hotels across the country.

Marriott International

Senior Program Specialist, CX Innovation

February 2018 - July 2019 (Bethesda, Maryland)

The Customer Experience & Innovation team's goal is to push the brands and portfolio to stay relevant, differentiating, and competitive through the collaboration of internal and external interdisciplinary partners. This opportunity allowed me to be true to customers, design solutions, and end-to-end experiences for the successful pilot program of Marriott Homes & Villas, and work with over 10 brands to create new and ground-breaking all-inclusive brand extensions.

Seed Strategy

Service Design Creative Intern

June - August 2017 (Crestview Hills, Kentucky)

I gained experience at a fast-paced innovation agency, working on both the creative and strategy team. I worked on projects that included new-to-the-world products and services for Fortune 500 companies. Responsibilities included but weren't limited to qualitative and quantitative research, consumer insight analysis, competitive assessments, strategic deliverables, product marketing, and product development.

Fossil Group, Inc.

Service Designer for Sponsored Collaboration at SCAD

March - June 2017 (Savannah, Georgia)

As a lead Service Designer in the cross-major collaborative course, my role was to integrate the design thinking process and methodologies in order for my team to propose new retail products and experiences for SKAGEN.

Volcom

Design Intern (Merchandise & Design Department)

July - August 2016 (Costa Mesa, California)

I worked with designers and developers on significant roles such as photoshoots and fittings, collaborated with seamstresses on prototypes, and updated graphics in Illustrator, PLM and Full Circle.

Wanderkit

Strategist Intern

July - August 2016 (Santa Monica, California)

Worked closely with the start-up founder to identify and translate user needs into wireframes and high-fidelity app interface prototypes.