

# Marie Kuter

Senior user experience consultant

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marie.kuter@gmail.com

Usability and UX consultant since 2006, I help companies design and improve their digital projects, websites and applications, to meet users expectations and strategic objectives, with a strong focus on user-centric design, user testing and business analysis.

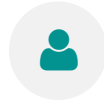
## Recent projects



e-commerce audit for a luxury watchmaker, with a focus on analytics and optimization planning



Demand management for a major public health NGO, with a focus on data visualization



User observations for a private banking international application, focus on change management

## Experience

9 years international UX experience, with project management background

### ■ UX Consultant, freelance

Since September 2015 / Geneva, Lausanne (Switzerland)

### ■ Senior UX Consultant, blue-infinity

October 2012 - December 2015 / b-i.com / Geneva (Switzerland)

### ■ UX Designer, Extrême Sensio

July 2011 - October 2012 / extreme-sensio.com / Paris (France)

### ■ UX Designer, Adviso

March 2009 - May 2010 / adviso.ca / Montréal (Canada)

### ■ UX and practice management, orangetango

April 2008 - October 2008 / orangetango.com / Montréal (Canada)

### ■ UX and web project management, Komotion

April 2007 - April 2008 / Montréal (Canada)

### ■ UX and accessibility Consultant, Extrême Sensio

November 2006 - February 2007 / extreme-sensio.com / Paris (France)

### ■ Project management, Agence 4 quatre

May 2005 - October 2006 / quatre.fr / Paris (France)

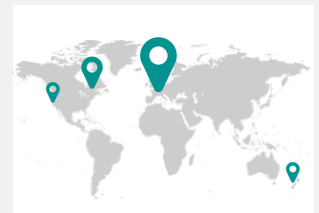
## In a few words

- Member of the International Institute of Business Analysis
- Certified Scrum Master PSM1
- 1st Prize for Usability at Le Meilleur du Web awards (2014)
- +24% revenue, +20% transactions for the Parc Astérix redesign

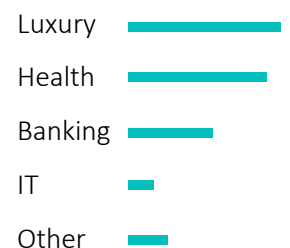
Visit [mariekuter.com](http://mariekuter.com) to learn more

## Experience by...

### Geography



### Industry



## Education

Masters degree in multimedia, marketing and a background in journalism

- **2006: Master II (DESS) in Communications et Marketing**  
University Paris 2, Panthéon-Assas / Paris, France / Graduated with Honors
- **2005: 1st year of Masters in Information and Communications**  
University Paris 2, Panthéon-Assas / Paris, France / Graduated with Honors
- **2003: Bachelor's degree in Web and Multimedia**  
University of Franche-Comté / Montbéliard, France / Graduated 2nd
- **2001: Baccalauréat Scientifique**  
Graduated with Honors

## Skills

From understanding to testing design solutions

- **Business Analysis**  
Understand and improve processes, workshops and elicitation
- **User research**  
Analyze data and intel, user observation and interviews, personas
- **Information architecture**  
Organize contents and interactions, card sorting, use cases, sitemap
- **Prototyping and specifications**  
Wireframes and interactive prototypes, responsive
- **Optimization**  
Heuristics, audit, analytics and improvements, user testing

## Language

Native French speaker, fluent English

## After work

Travels and road-trips, from Australia to France with a Land Rover Defender in 2011, around the Baltic Sea in 2015. Recent yoga-addict. Amateur writing and business blogging.

## Highlights

- Teaching of a Usability course
- Scott Kelmer's Human-Computer Interactions class with distinction on coursera.org
- Google Digital Active certification

## Concepts

- Intelligence
- Service
- Personalized
- Contextual
- Generous
- Extensible

## Tools

- Axure
- Google Analytics
- Morae
- Alexa
- FontAwesome

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