

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.

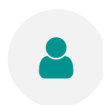
Recent projects



e-commerce
conception, reporting
and conversion
optimization for 2
luxury watchmakers



Public and business
mobile applications for
a radio, a luxury
watchmaker and a
medical service



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

Experience

10 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 / 4 quatre.fr / Paris (France)

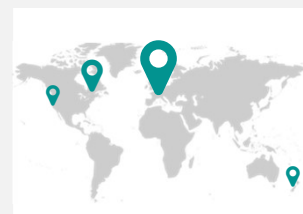
In a few words

- 1st Prize for Usability at Le Meilleur du Web awards (2014)
- Shortlist at Le Meilleur du Web awards, mobile category (2017)
- Certified Scrum Master PSM1
- +24% revenue, +20% transactions for the Parc Astérix redesign

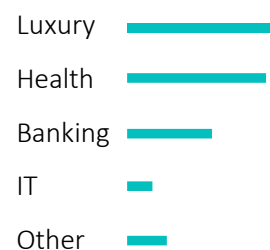
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Experience by...

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, German beginner

After work

Travels and road-trips, from Australia to France with a Land Rover Defender in 2011, around the Baltic Sea in 2015. Business and UX blogging. Golf, ski, yoga and zumba

Highlights

- Teaching of a Usability course
- Scott Klemmer'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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