

AMANDA SAYERS

INNOVATION DESIGNER & RESEARCHER



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education.

MA BUSINESS DESIGN

Domus Academy
Cum Laude Honors
Milan, Italy [2019]

BFA TOY DESIGN

Otis College of Art & Design
CA, USA [2011-2014]

BA ANTHROPOLOGY, PSYCHOLOGY (DOUBLE MAJOR)

University of Southern California
Magna Cum Laude
CA, USA [2007-2011]

SEMESTER ABROAD

University College London
London, UK [Spring 2010]

skills.

- Workshop Facilitation
- Concept Development
- Design Thinking
- Problem Solving
- Team Building
- Project Management
- Organization
- Mentorship
- Presenting
- Adaptability

profile.

Ciao, I am a former Play Designer evolved into an Innovation Designer originally from Los Angeles. I know how to turn ideas into reality and I believe that extreme people watching is the best way to glean insights. When I am not eating plenty of ice cream you will find me playing international competitive dodgeball, hiking up a mountain, or in a different country every weekend. Let's work together to use design and play to positively impact the world!

experience.

MIT CIVIC DESIGN INITIATIVE

Sr. Design Researcher & Service Designer | Milan, Italy | October 2020 - current

- Conducted secondary research on best practices and technology trends to present our client with a deep analysis of their competitive landscape.
- Mapped existing financial services and new service concepts to create an overview of how and when they are experienced over a user's lifetime.
- Developed a design tool to help our client provide a more holistic financial experience for their customers across all their life stages. The tool both visually maps their existing offerings and identifies new opportunity areas.

FUTUREBERRY

Project Management Consultant | Milan, Italy | June 2020 - November 2020

- Managed tasks like activity tracking and project status reports, to facilitate a large-scale digital transformation project for an international client.
- Coordinated the logistics, materials, and location bookings to create an engaging and creative workshop with the client.

INNOVATION BY DESIGN

Sr. Design Researcher & Strategy Consultant | Milan, Italy | October 2019 - current

- Synthesized data gathered from online research, surveys and interviews to create a series of reports, design tools and maps to help our client understand the motivations and values that create delight.
- Organized and facilitated remote stakeholders and user interviews, to understand the appeal of a new digitally connected product concept.
- Evaluated the viability of a client's newly released product offering, and identified relevant strategic suggestions for the future positioning of the product.
- Planned and facilitated remote co-creation workshops to give our clients hands-on experience with our created design tools through a series of activities and exercises

DOMUS ACADEMY

Lecturer | Milan, Italy | May 2020 - current

Lectured Business Design and Luxury Brand Management Masters students on the topics of Innovation Tools & Techniques, Rebranding, and Future Storytelling.

Project Assistant | Milan, Italy | May 2020 - July 2020

Mentored students in the development of their final thesis projects through bi-weekly revision sessions. Their final projects were delivered as part of a Digital Communication workshop partnered with SeeMe, a purpose driven jewelry brand.

(experience continued on the next page)

AMANDA SAYERS



INNOVATION DESIGNER & RESEARCHER

awards.

BEST STRATEGY (2019) [[link](#)]

Domus Academy x Bombay Sapphire
Milan Design Week Young Talents

BEST CONCEPT (2019)

Domus Academy x Melissa Shoes

PROJECT FINALIST (2013)

Mattel x Pixar Cars
Toy Design Competition

experience.

LEGO

Senior Concept Designer | Billund, Denmark | January - August 2018

- Facilitated playful concept and team building workshops to ideate new product concepts within the parameters of the Disney license
- Created an internal visual brand bible for LEGO Disney to manage design consistency
- Utilized user insights and customer journeys to introduce new innovative play patterns into our 2020 LEGO Disney assortment.
- Formed and managed a monthly idea sharing innovation network of LEGO designers
- Mentored and onboarded new designers and interns, by fostering their strengths and identifying their potential growth areas.

Toy & Product Designer | Billund, Denmark | March 2015 - December 2017

- Worked on the strategy and research behind a year long internal project to develop, design and launch a successful brand update for the 2018 LEGO Friends line.
- Presented a monthly insight, trend, and competitor report that kept our team up to date on the current innovation landscape
- Participated in LEGO Fan engagement, by presenting designer insights at local fan events as well as at large international conventions (Bricks by the Bay in California)
- Product development in taking a LEGO product through from concept ideation all the way to production.

MGA ENTERTAINMENT

Lead Playset Designer | Los Angeles, USA | October 2014 - March 2015

- Designed playsets, graphics, and dolls, in order to relaunch the Bratz doll brand in 2015 with an updated tone of voice and brand messaging.
- Co-created on brand and character development, which resulted in stronger character identities and the creation of a new main character named Raya.
- Managed our short production lead time by coordinating work with both external freelancers and our overseas production team.

BESTWAY INFLATABLES

Toy Design Intern | Shanghai, China | Summer 2013

- Designed innovative inflatable toy products and graphics for both internal and external licenses
- Set up market research studies with expat families, to test out new trends and innovations in the Pool & Water Toy category
- Partnered with R&D engineers at the factory to realize the feasibility of a slingshot function built into my Angry Birds Pool design.

JAKKS PACIFIC

Toy Design Intern | Santa Monica, USA | Summer 2012

- Designed dolls, graphics and custom textile prints for the Cabbage Patch Kids 25th Anniversary assortment.
- Prepared line lists to create a holistic toy assortment, in both price and toy category.
- Communicated feedback to our manufacturing team in China, to ensure product quality matched the integrity of our designs and licensor's expectations.