Amélia Steunou

Service & Product Designer

ameliasteunou@icloud.com
+852 60.38.98.51
in/ameliasteunou/
Hong Kong Dependant Visa - no sponsorship required

Dear hiring team,

As AI changes how people find, choose and use a service, how do we keep every experience human? The answer shifts with each culture, channel and touchpoint. Designing across Europe and Asia, in fintech, SaaS and cloud software, I have learned that innovation only lands when it resonates with the people it serves. So I start with them, through research, and stay with them after launch, measuring how a service is adopted and can be improved further.

Publications

Author / BLOOMSBURY

Chapter 'The Role of Cultural Sensitivity in Fostering Empathy in Service Design' *(Empathic Service Design, Bloomsbury, 2025)* • Written as a researcher affiliated to Aalborg University.

Core Expertise

Competences ergonomics • information architecture • user research & usability testing • AI-assisted design ops • data analysis • prototyping & mapping • workshop facilitation • design systems

Tools Claude Code • Figma • Adobe CC • Notion • Wordpress • GA4 • Hotjar • Miro

Education

2021 - 2023

Service Systems Design

Master *Aalborg University* • With honours

2019 - 2021

Intercultural Digital Strategy

Master *ISIT Paris* • Top of the class

Languages

French native
English fluent
Mandarin Chinese intermediate HSK4

Experience

Nov 2024 - Present

Web Designer / CYCLOID

DevOps and platform engineering SaaS, 100% remote
Owns the website and all design output, reporting directly to the CEO: user research, UX/UI, web marketing, SEO/GEO and analytics.
• Redesigned cycloid.io around a new information architecture and persona-based entry flow. ***Tripled demo-request conversion year on year, and grew organic search by +57%.***
• Led the CMS migration from Drupal to WordPress in under 3 months: ***page creation cut from 2+ months to a week.***
• Built the website reporting program (GA4, Hotjar, Clarity, HubSpot, Wistia) and management decks that turn behavioural data into actionable priorities.
• In charge of AI for the marketing team: built its ***Claude Code design ops*** *that speed up production while keeping people in charge of every output, and drove team adoption, with a knowledge assistant in development.*

April 2024 - Jul 2024

Service Designer / AFFECTURE

Biometrics gaming research startup, Copenhagen
Designed data visualisation reports from biometric data. Ran qualitative and **quantitative playtesting research** and mapped operational processes to improve efficiency and tester satisfaction.

Sep 2021 - Jul 2024

UX / UI Designer / HOWDY

SaaS platform for proactive employee wellbeing, Copenhagen
Owned the UX department; **research**, **wireframing** and **usability testing**. Designed high-complexity dashboards, increasing user satisfaction by 19%. Governed the company's **design system and strategies** with product and engineering; optimised **accessibility** and confidentiality in data-heavy environments.

Sep 2022 - Dec 2022

UX Designer / EIVEE

Sustainable procurement SaaS, Copenhagen
Designed the MVP procurement **dashboard** for enterprise clients, led the UX research and **workshops**, resulting in a 32% increase in positive user testimonials. Collaborated with product and development teams to refine feature clarity and optimise the **visual communication** of data points.

Nov 2020 - Jul 2021

Product Manager / MAKE!MPACT

Sustainable investment startup, Copenhagen
Transitioned the company from a freemium to a premium model in 4 months, boosting product adoption and market presence. Redesigned the onboarding process of our **mobile application**, leading to a 25% increase in user conversion rates. Directed **recruitment**, building a high-performing team of 12. Managed the company's **digital product roadmap** to guide strategic decisions.