

AMANDA SAYERS

STRATEGY & CONCEPT DESIGNER

(please save paper
and don't print me)

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in LinkedIn



Ciao, I'm Amanda.

Certified travel addict, gold medalist in clumsiness and 80% of my body is made of ice cream.

I'm a former Play Designer evolving into a Strategy Designer! I know how to turn ideas into reality and believe that extreme people watching is the best way to glean insights. On my free time 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 FUN to positively impact the world!



my goal is...

to design a world filled with innovative businesses and products, where design thinking IS thinking and consumers live happier lives.

what is next.



STRATEGY DESIGN

8 PRODUCT STRATEGY

Bombay Sapphire

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Melissa Shoes

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Bvlgari Hotel Milan



CONCEPT DESIGN

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LEGO Friends



TOY DESIGN

25 Assorted Designs

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Bratz

29 PROTOTYPING

Bestway Inflatables

skills.



Networking

I love turning strangers into friends

Presenting

I love to talk...sometimes too much.

Organization

I'm kind of obsessed with making lists, but I'll keep my color coding at bay.

Adaptability

I try to learn/do something new each day.

Ideation

My favorite part of the process.

Team Building

I love bringing people together!

experience. [\[CV\]](#)

Companies

INNOVATION
BY DESIGN

Strategy Designer
2019



Sr. Designer
2015



Toy Designer
2014

Bestway

Design Intern
2013



Design Intern
2012

Brands

Disney
PRINCESS

melissa

LEGO Friends

ANGRY BIRDS



BOMBAY SAPPHIRE

BVLGARI
HOTELS & RESORTS

BRATZ

Universities



MA Business
Design

TIS
COLLEGE

BA Toy Design

USC
UNIVERSITY
OF SOUTHERN
CALIFORNIA

BA Anthropology,
Psychology



Semester
Abroad

my process.



01 Research

- People watch like a sport
- Digital netnography
- Talk to strangers
- Read reviews
- Use it myself
- Trend reports



02 Define

- Create boundaries
- Start with the unexpected



03 Ideate

- Consumer role play
- Co-creation
- Moodboard-ing
- Team workshops!



04 Prototype & Test

- I love Illustrator
- Build out of LEGO, click!
- Try it out
- Kit bashing

strategy design.

Let's work backwards....after working as a Toy Designer I broke out my backpack again in 2019 to pursue my Masters in Business Design at Domus Academy. Here are a couple of my projects!



BOMBAY YOUR WAY
PRODUCT STRATEGY



MELISSA MOVEMENT
RETAIL STRATEGY



LUXURY LIKE HOME
SERVICE DESIGN

PRODUCT STRATEGY / 2019

BOMBAY YOUR WAY

Bombay your way, your rules and your creations. Experimenting with the versatility of Bombay to curate a taste that is as unique as you!

Team

Amanda Sayers, Go Urano, Qing Lyu & Vini Mehta

Awards

Best Strategy for Bombay Sapphire Young Talents at Milan Design Week

Brands & Sponsors

Bombay Sapphire x Domus Academy

X

BOMBAY  SAPHIRE



*Stir
Creativity*

BOMBAY YOUR WAY

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details.

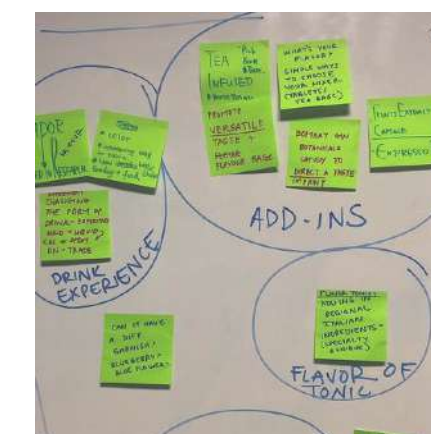
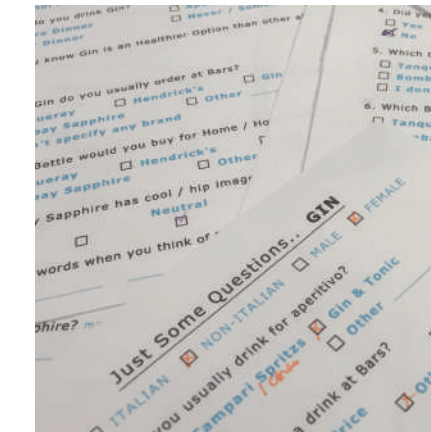
Brief

Design a strategy, content, graphic style and event that strengthens the link between the brand and the world of design.

My Role

- ▶ Facilitated ideation sessions
- ▶ Synthesized our data
- ▶ Presented final client pitch at Milan Design Week
- ▶ Coordinated team workflow

process.



Research [\[link\]](#)

- ▶ Bar hopped
- ▶ Surveyed 100 students
- ▶ Observed shoppers

Define

Used the **problem, needs & opportunity tool** to find the strongest consumer barrier

Ideate

Facilitated brainstorming to tackle the barrier of taste

Prototype & Test

Tested recipes to see how to experiment with taste

outcome.

Strategy

Reposition Bombay's balanced taste from a perceived weakness with quick fizzing infusers that let consumers experiment with Bombay's taste versatility.

Learnings

- Sometimes the strategy is obvious
- Simplify when things don't connect
- Awesome teamwork creates awesome output

Concept Video [\[link\]](#)





drum roll... we won!!

Our project was awarded *Best Strategy*
by Bombay Sapphire's Young Talents
during Milan Design Week 2019!

VOGUE



[article]

bargiornale

Svelati i vincitori di Young Talents for Bombay Sapphire

Giuseppe Stabile 2 ore fa



[article]

vanityfairitalia



[article]

RETAIL STRATEGY / 2019

MELISSA MOVEMENT

Melissa is a movement where sustainability is our core, design is our voice, collaboration and innovation is our toolbox to love, play, be different, and resist change. Will you join the movement?

Team

Amanda Sayers, Stefanny Diaz, Xue Zhang, Nuo Ma & Kaancan Kocer

Awards

2nd Place for Best Strategy

x

melissa

DOMUS ACADEMY MILANO

WILL YOU JOIN THE MELISSA MOVEMENT?

melissa

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details.

Brief

Help Melissa assess opening a retail space in Milan by defining a location, retail experience, and capsule collection for the launch.

My Role

- Research and consumer profiling
- Developed our manifesto
- Structured our storytelling
- Presented all client concept pitches

process.



Research

- Instagram profiling
- Tried the shoes on
- Visited retail shops



Define

Identified main consumer needs like conscious fashion & limited edition products



Ideate

Created moodboards and researched potential collaborators



Prototype & Test

3D rendered potential new shoe forms for the capsule collection

outcome.

Strategy

Address consumer needs by collaborating with Depop and creative activists who embody the visual style and brand manifesto to create a limited edition product collection that empowers our message.

Learnings

- Always go back to your research
- Macro influencers are losing steam
- Sometimes work distribution isn't equal, make it work!

Final Presentation [\[link\]](#)





we won 2nd place!!

Our project was awarded this prize
at the Melissa Italy headquarters.

SERVICE DESIGN / 2019

LUXURY LIKE HOME

Home isn't a place, it's a feeling. Home is Bulgari. Giving new customers an intimate experience by making them feel like Bulgari Hotel Milano is their second home.

Team

Amanda Sayers, Azra Gur, Silpa Chacko & Sanyukta Rajkhowa

,
luxury
like
home.



details.

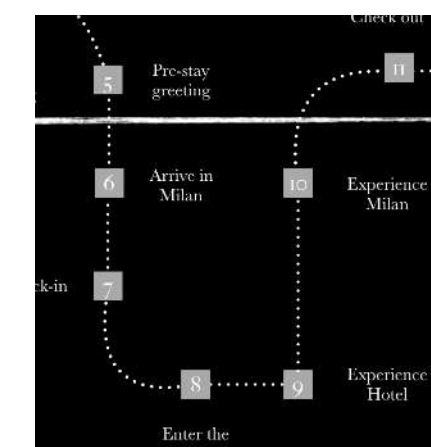
Brief

Differentiate Deliveroo from their competitors and become a true love-brand as they expand to new cities in Italy.

My Role

- Analysis of customer reviews
- Strategy development
- Facilitated team ideation sessions
- Present concept ideas at a meeting with all the global Bvlgari General Managers

process.



Research

- Interviewed staff
- Hotel coffees & people watching
- Digital ethnography

Define

Identified the key motivation for repeat customers

Ideate

Facilitated our brainstorming sessions to hone down our best ideas

Prototype & Test

Tested our ideas by running them through mock customer journeys

outcome.

Strategy

Reposition Bvlgari from luxury hotel to luxury home away from home by introducing simple touches and an atmosphere so intimate guests won't want to leave.

Learnings

- Sometimes simple is better
- Ditch ideas that aren't working
- A good strategy keeps work focused

Final Presentation [\[link\]](#)

UPDATES ON EXISTING SERVICES

TIPS BEFORE ARRIVAL

'Like a local'

GREETING TEXT

'Benvenuto a Milano'

DELAYED CHECK-IN

'Come right in'

NO MORE CHECK-OUT

'A Bvlgari goodbye'

NEW SERVICES

SOUVENIER SERVICE

'Bring Milano home'

SNACKS ANYTIME

'Crave Bar'

PRIVATE CINEMA

'Home theater'

CO-WORKING SPACE

'Home office'

NEW AMENITIES

EXTRA ROOM AMENITIES

'Make yourself at home'

EXTRA CARE ITEMS

'Anything you need'

concept design.

I spent over three years at my dream job as a LEGO designer...aka finding bricks in your bags, pockets, and shoes everyday! This is my favorite project I participated in during my time there.



LEGO FRIENDS 2018 UPDATE
REBRANDING

REBRANDING / 2016-2017

LEGO FRIENDS 2018 UPDATE

A year long research and design project exploring ways to update the LEGO Friends brand for the 2018 launch, in order to retain and recruit new consumers with updated products and content.

Team

Amanda Sayers

LEGO Friends Design & Marketing team

LEGO Girls Front-End

LEGO Global Insights

Creative Marketing Agency

Gravity Consulting (Munich)



details.

Brief

Our initial brief was just three words...
Boost LEGO Friends. We then honed it down to “identify recruitment opportunities for the non-LEGO girl with LEGO Friends in 2018.”

My Role

- Conducted competitor character & product analysis
- Created a visual style guide for the downstream departments
- Re-positioned Heartlake city’s personality and visual appearance.

process.

Research

SO MUCH! I will go more in depth on the next page



Define

Streamlined opportunities
based on the main purchase and play barriers



Ideate

Facilitated brainstorming to tackle the barrier of taste



Prototype & Test

Conducted kids tests in the US & Europe to see how they reacted to the new updates



research.

1

Brand Analysis

GOAL

Define opportunities to strengthen
and clarify the brand

METHOD

Brand intention vs. reality
Perception interviews
Brand personality analysis

2

Consumer Research

GOAL

Understand her needs & motivations and
expectations

METHOD

Quantitative statistics
Qualitative interviews
Ethnographic research (US & France)

3

Competitor Study

GOAL

Learn what is & isn't working for girls
in their brand of choice

METHOD

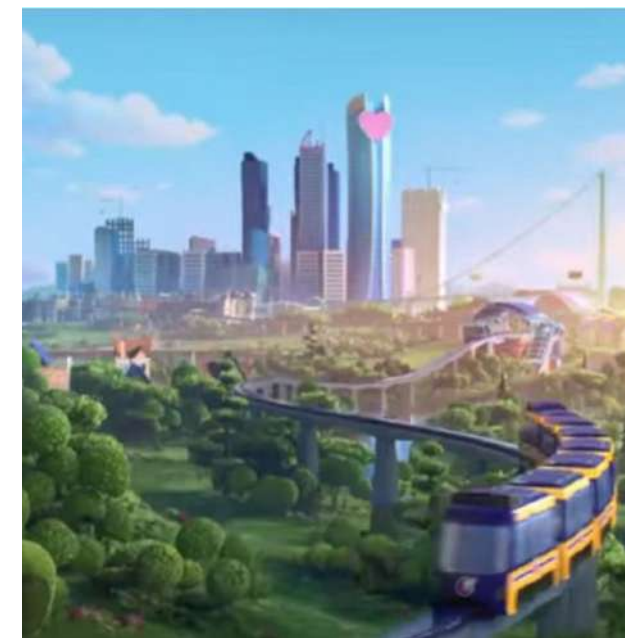
Competitor mapping
Character analysis
Friendship study (*Gravity*)

outcome.

2018 LEGO Friends launch video [\[link\]](#)

Learnings

- Brand updates mean a fine line between newness and respect of the brand's foundation
- External agencies bring fresh eyes to a project
- Brand handovers can get muddled across departments (...not everyone will read the mountains of research you generate)



Setting

Heartlake city now acts as the “6th friend” and is a lot more realistic



Content

The LEGO Friends are more cool and current...and yes they even floss!



Characters

Wider ethnic representation & more defined personalities make them more relatable



Product & Packaging

The sets have more tension, character personality and a lot of story triggers

toy design.

After deciding toy making was my true calling, I pursued a BA in Toy design and continued on to design all sorts of toys from playsets, dolls to even inflatables!



MY TOY DESIGNS



BRATZ CREATE-IT-YOURSELF

PRODUCT DEVELOPMENT



ANGRY BIRDS POOL

PROTOTYPING

my toy designs.

[\[click for more\]](#)



Construction

LEGO Disney Princess
LEGO Friends



Playsets

Bratz



Dolls

Bratz
Cabbage Patch Kids



Inflatables

Bestway

BRATZ CREATE-IT- YOURSELF PLAYSET

MGA Entertainment & Bratz



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details.

Brief

Develop a fashion playset for the 2016 relaunch of Bratz focused on self-expression and creativity.

My Role

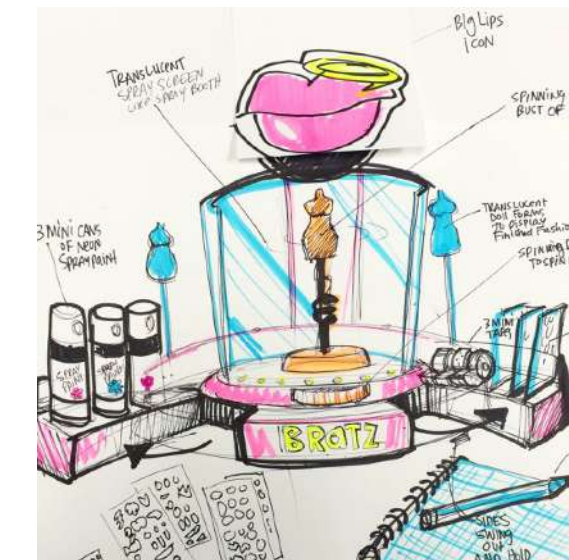
- Coordinated freelancers for the design assets
- Oversaw the pattern-development and approvals
- Provided feedback to Chinese production team
- Designed graphics for the textiles, stencils and stickers

process.

Ideate



01 mock up

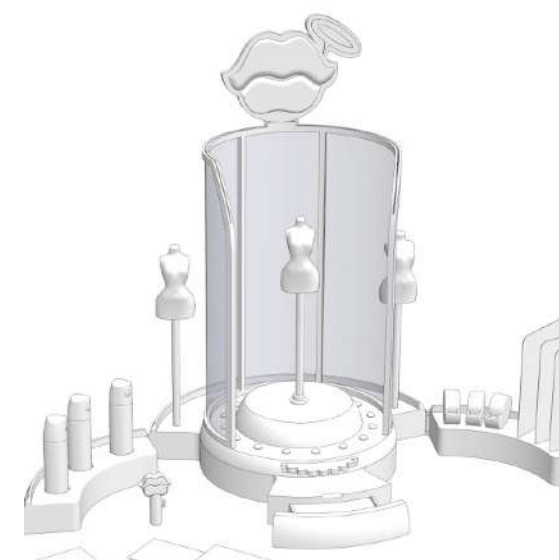


02 sketch



03 illustrate

Prototype



04 render



05 prototype



06 package

outcome.

Learnings

- ▶ Super short lead time didn't allow for product tests which could have been useful for improving the design!
- ▶ Paint safety Issues restricted the available colors
- ▶ Simplifying clothing patterns helps cut cost
- ▶ Always double check because fast deadlines mean it's hard to fix errors

Product video [\[link\]](#)



PROTOTYPING / 2013

ANGRY BIRDS POOL

An inflatable pool with an integrated slingshot function kids can use to play out the Angry Birds digital game outdoors.

Team

Jared Goldberg (program leader)

Intern crew: Ruby, Yu Chen, Tanner, Alejandro & Drew

Bestway R&D engineers

Company & License

Bestway Inflatables & Angry Birds



details.

Brief

Design an inflatable pool with an interactive function that reflects the play pattern in the Angry Birds game in water.

My Role

- Sent IP approvals to the licensor
- Developed the prototypes with our R&D engineers
- Organized and facilitated kids testing and market research sessions with ex-pat families in Shanghai

process.



Research

- In-store research (Chinese Walmart was an experience)
- Went to the pool

Define

Pulled research takeaways about overall play patterns in the water

Ideate

Integrated the pool's function into the design without adding many additional pieces.

Prototype & Test

Worked with our engineers to make sure the function worked

outcome.

Learnings

- ▶ Living/working in a Chinese production factory brings challenges you can laugh about later! (have you ever tried to cross a 7 lane road in Shanghai?)
- ▶ Learning to create inflatable welding patterns... means maybe a few burns
- ▶ Be clear in your drawings because the engineers will make it EXACTLY as shown (ex: depth is a nice touch if you don't want your prototype to be a flat piece of plastic....yes that happened)



get in touch.

I hope you enjoyed getting to know me and learning more about what I can do!



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