

Maylis Saigot – Curriculum Vitae

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Personal Profile

Research-driven and creative profile with a multi-disciplinary background in Information Management, Strategic Design, and Entrepreneurship.

- Strong interest in digital experiences, team collaboration and well-being at work.
- Devoted to the entanglement between affective states and organizational outcomes
- Passion for user experience and user-centered design

Education

Aug. 2019 - Dec. 2020 MSocSc, Strategic Design & Entrepreneurship, Copenhagen Business School (DK)

Completed 120 ECTS credits in 14 months

GPA: 10.9

Thesis: Coping with a major environmental shock and the closure of workplaces forced by the COVID-19 pandemic; Emotional processes of burnout and work engagement. (grade: 12)
Joint program with the Royal Danish Academy of Fine Arts Schools of Architecture and Design

Aug. 2017 - June 2019 BA, Information Management, Copenhagen Business School (DK)

Completed 180 ECTS credits in 2 years

GPA: 10

Thesis: Utilizing collective mood shifts for green message design on social media. (grade: 12)
Exchange: University of Wisconsin - Madison (USA), Fall 2018 (GPA: 10.3)

Aug. 2014 - June 2017 BA, Political Science, Sciences Po Bordeaux (FR)

Thesis: Women and make-up: between identity construction and social constraint, sociology of this gendered practice settled in our customs. (grade: 12, converted from French scale)
Exchange: University of Umeå (SE), Aug. 2015 - June 2016

Employment History

Apr. 2021 - Present Copenhagen Business School, Department of Digitalization (DK)

PhD Fellow

- Employed as part of the Carlsberg Project, researching the new concept of 'mood synchronicity' to understand how the alignment of affective states over computer-mediated collaboration may affect task and relational outcomes
- Department work including teaching responsibilities, coursework, supervision, and dissemination activities

Feb. 2021 - Mar. 2021 Copenhagen Business School, Department of Digitalization (DK)

Research Assistant

- Search and review of literature on topics related to user engagement and ephemeral social media
- Communication of search findings, redaction of a project report

Jan. 2019 - Mar. 2021 Travel Operations A/S (DK)

Marketing Student Assistant

- Website design & development, incl. user research (information architecture, user

interviews, usability testing and card sorting), design, evaluation and maintenance
- Presentations, internal reports and white papers

Aug. 2018 - Dec. 2018 University of Wisconsin - Madison, PFMP (USA)

Tutor

- Provided tutoring and project supervision to graduate students in their final year of the Professional French Masters Program at UW-Madison
- Pedagogical meetings with the Director of the Program, Ritt Deitz

Sept. 2016 - Jun. 2017 Complétude (FR)

Private English Tutor

- Planned lesson, activities and assignments for allotted time to strengthen weak subjects and build skills on stronger ones
- Educated students on study tips and exam strategies

Skills

■ Technical

Data Management - Python, Tableau, Excel, Google Analytics

Graphic design - Illustrator, Photoshop, InDesign, Adobe Xd

Web Development - HTML, CSS

Other IT - Office 365, NVivo, Zotero, L^AT_EX.

■ Research methods

User Research - Interviews, workshop facilitation, contextual inquiry, survey design, usability tests, tree map analysis, card sorting

Academic Research - Academic writing, literature review, reading comprehension, critical thinking, use of theory

Science Communication - Data visualization, research reports and diagrams, oral presentation, visual composition, organized speech flow

■ Interpersonal

Communication - Active listening, constructive criticism, persuasion, collaboration, team-building

Empathy - Caring, curiosity, kindness, respect

Leadership - Positive reinforcement, instructing, mentoring, encouraging

Relevant Written Work

Coping with a major environmental shock and the closure of workplaces forced by the COVID-19 pandemic; Emotional processes of burnout and work engagement (Jun. 2020 - Nov. 2020)

This thesis investigates the emotional processes through which expatriated workers adapted to working from home in the context of the COVID-19 pandemic. The goal was to identify patterns in the emotional pathways leading to burnout or work engagement. A sensitizing model of the emotional process of burnout was developed and tested through 21 semi-structured interviews. (grade:12)

UX Project: Improving system efficiency and job satisfaction at CBS MBA Admissions Office (Feb. 2020 - Jun. 2020)

The goal of this project was to redesign an interactive work tool for improving usability and job satisfaction. Methods used were auto-ethnography and user interviews. A hybrid theoretical model was created, as well as wire-frames, a user flow, and prototype using Adobe Xd. (grade: 12)

Consultancy Project: How might we help architects, building owners, and leaseholders understand, with the help of data and sensors, how their office spaces are being used to increase employee well-being? (Feb. 2020 - Jun. 2020)

Action Research was used to work collaboratively with an architecture and research firm. Our research outcomes were delivered as a strategic design proposal, including the prototype for an AI-powered architecture software, newly designed services to leverage the tool, an improved business model, and extensive background information summarized in a booklet. (grade: 12)

Bachelor's Thesis: Utilizing collective mood shifts for green message design on social media - How can we construct green social media messages to maximize engagement during periods of opportunity and thus increase environmental concern? (Jan. 2019 - Jun. 2019)

18 394 tweets about environmental issues were analyzed using the Linguistic Inquiry and Word Count program (LIWC), and NLTK and TextBlob in Python. Data was visualized using Tableau. The original value of this study lies in the content analysis of environmental tweets and the objective to find ways to use predictive collective mood shifts to spread environmental messages. (grade: 12)

Bachelor's Thesis: Women and make-up: between identity construction and social constraint, sociology of this gendered practice settled in our customs (Dec. 2016 - Jun. 2017)

Sociological study with semi-structured interviews of 8 women to determine relationships and affiliations with make-up. Main findings include a typology of attitudes and their social foundations. (grade: 12, converted from French scale)