



## RUSLAN RAD

Helsinki, Finland

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## MY EDUCATION

**Aalto University, Finland, 2016-2017**

**University of Trento, Italy, 2015-2016**

*Double MSc Degree.*

Service Design and Engineering major

Innovation & Entrepreneurship minor

*Funded by Horizon 2020 & EU Commission*

**St.Petersburg State University, Russia**

**2010-2015(TOP university)**

*BSc/MSc degree equivalent*

Applied Maths and Computer major

Economical modelling minor

*Funded by Ministry of Education, Russia*

## RELEVANT WORK EXPERIENCE

### **Product Developer, Founder**

Honey Empire LLC,

St.Petersburg, Russia

May 2014 - July 2015

Honey Empire provides people with high quality honey and honey products, takes care of their healths

- Business&Product development, Marketing
- Logistics, B2C Sales
- Web-service development + SEO & Web Analytics

### **Deputy Head of Development Dept.**

Helicopter agency LLC

St.Petersburg, Russia

June 2014 - November 2014

Agency of integrated marketing communications with expertise in interactive solutions

- Business Development, B2B Sales
- Business meeting & Presentations
- Monitoring and analysis of activity of potential partners and customers

### **Business Developer, Co Founder**

Landisimo LLC

St.Petersburg, Russia

September 2013 - December 2013

My web-studio focused on creating one-page websites and internet marketing

- Front End development
- SEO & Web Analytics
- SMM & PPC Marketing
- Active sales & Business development

## RELEVANT SKILLS

### **BUSINESS/DESIGN**

- Service Design/Design Thinking
- Ideation techniques
- Business Design, BPMN 2.0
- B2B/B2C Sales
- User Research
- Market Research
- Project management
- Product Management
- Qualitative/Quantitative Methods
- Agile methods

### **PERSONAL**

- A bit arrogant
  - I like work in team
  - Love to lead
  - Entrepreneurial
  - I think before to do
  - Smart
  - Not shy
  - Proactive
  - Multilingual
- Russian, English, Italian

### **IT SKILLS**

- HTML, CSS
- MySQL, GIT
- Statistics
- MS Office

## SOME THINGS I HAVE DONE

### **PROJECTS**

#### **NoInk, 2016**

Hassle free, paper free & pain free receipt solution which eliminates paper receipts in the stores

#### **Fineasy, 2016**

E-learning platform which helps people to understand the aspects of finance, investments and trading and match users with professional financial consultants

#### **Evolo, 2016**

Evolo is device which can protect your own house against drone invaders.

#### **Charge'n'go, 2016**

Battery-sharing service for electric cars owners in Germany allows to double distance range

#### **LifeCoach, 2015**

Pervasive platform that aims at motivating people to adopt a better lifestyle while helping them to track their health.

#### **Charge your bike, 2015**

"Eco-charger" for smartphones. Users can charge their devices during the bicycle riding.

### **COURSES & SCHOOLS**

#### **Smart Energy Systems, Aug 2016**

##### **ICT Innovation**

Business summer school in the field of smart energy systems

#### **Security, Privacy&Trust, Jun 2016**

##### **ICT Innovation**

Business summer school in the field of Web security and privacy

#### **Technology Entrepreneurship, 2012**

##### **Skolkovo Institute of Science and Technology**

Idea generation, prototyping, user research, business modelling, market research

#### **Delphi OOP programming, 2008-09**

Basics of OOP programming, data structures, databases, etc.

### **CRAZY AND OTHER STUFF**

I accidentally ate Madagascar cockroach when I was 16, went to school under -39 Celsius degrees, slept 33 hours, got lost in Moscow and met a guy with pistol who helped me to find the place I needed. I worked as Sales Assistant in Zara, I was spreading promo flyers when I was 14 y.o., participated in All-Russian business case competition(5th place), have been part of biggest hackathon in Europe, completed internship in the Russian Bank, sold lizards and NES games when I was 12-13 y.o.

## SOME THINGS I LIKE AND DO

Beekeeping, population genetics, psychology, philosophy, neuroscience and anthropology. I'm crazy about football(soccer), really love to stay in a hot shower and sing. Currently I'm hacking my DNA by using various methods and services because I want to figure out who I am from the biological perspective...

## SOME OF MY FAVOURITE BOOKS

Robert Sapolsky "Why Zebras don't get ulcers"

Yongey Mingyur Rinpoche "The Buddha, The Brain and The Science of Happiness"

Eric Ries "Lean Startup"

Mikhail Bulgakov "Heart of a Dog"