



# JULIA KASANZEWA

COMPUTER SCIENCE AND PRINT MEDIA

## ABOUT ME

*Backend developer with 5+ years of experience and a B.Sc. in Computer Science, passionate about building scalable, elegant systems with modern technologies. My background in Print Media brings a creative edge to my technical work, helping me connect code, design, and product thinking. With a multicultural perspective shaped by international experience, I thrive in diverse, fast-paced environments. I value clean code, cross-functional collaboration, and continuous learning — always aiming to deliver user-centered, impactful solutions.*

*Outside of work, I'm a highly organized, curious individual who enjoys balancing city life with nature, movement, and creative side projects. I regularly explore ideas across tech, design, content creation, and personal development, blending analytical thinking with creativity and conscious living.*

## EDUCATION

### BHT UNIVERSITY OF APPLIED SCIENCES BERLIN

2017 - 2022 | Computer Science (B.Sc.)

2019 | Semester abroad at ISEP Porto Computer Science (B.Sc.)

### BHT UNIVERSITY OF APPLIED SCIENCES BERLIN

2022- 2025 | Print and Media Technology (M.Eng.)

### EXIST Women Founder Program — Scholarship Recipient

2025 — Present | Government-funded startup program for aspiring female founders in tech. Includes business coaching, mentorship, innovation workshops & startup funding.

## LANGUAGES

native german, native russian, fluent english

## EDUCATIONAL PROJECTS - COMPUTER SCIENCE (B. SC.), BHT BERLIN

### 2020 University Project: Online Shop BACKEND DEVELOPER & SCRUM MASTER

- Led a diverse team of 5 as Scrum Master using GitLab, ensuring sprint delivery and team coordination
- Maintained code stability and best practices with Git; mentored junior team members
- Built a backend using Node.js, Express, MySQL, and Sequelize to power CRUD functionality
- Applied MVC architecture for modular and scalable project structure
- Integrated EJS middleware to support frontend development

**Technologies:** Node.js, Express, MySQL, Sequelize, GitLab, MVC, EJS

### Swift App Projects

- Developed interactive iOS apps using Views, Geolocation API, and standard UI components
- Applied design patterns including Delegation and State Machines
- Built and tested in Xcode using debugging tools
- Worked with Moya and implemented Clean Swift Architecture

**Technologies:** Swift, Xcode, Moya, Clean Architecture, Geolocation API

## BACHELOR'S THESIS: "DEVELOPMENT OF AN AI ARTWORK GUIDE FOR IOS DEVICES" - COMPUTER SCIENCE (B. SC.), BHT BERLIN

- Designed and implemented a **native iOS application** that uses **on-device machine learning** to identify artworks and display curated information to users, with a focus on museum visitors and tourists
- Built a **modular app architecture (MVVM)** using **Swift**, **SwiftUI**, and **Xcode**, enabling clear separation of logic, UI, and data handling for maintainability and testability
- Trained a custom **image classifier** using **Apple CreateML**, based on a curated dataset of 19 artworks from MoMA. The model achieved **over 80% accuracy** under real-world conditions
- Used Apple's **Vision framework** for real-time **object detection**, **rectangle recognition**, and **camera stream handling**, allowing users to scan artworks naturally via their device
- Integrated **CoreML** for low-latency, offline AI inference to ensure smooth performance without requiring internet access — optimizing for speed and privacy
- Designed a minimalist, user-friendly interface using **SwiftUI**, requiring minimal user input and providing immediate feedback
- Conducted **performance testing** under various lighting and distance conditions to refine model responsiveness and usability
- Documented the full development process, data architecture, UI/UX rationale, testing methodology, and AI integration pipeline in a technical thesis using LaTeX
- Version-controlled the project with **GitLab**, organizing codebase, iterations, and development milestones

## TECHNOLOGIES & TOOLS - COMPUTER SCIENCE (B. SC.), BHT BERLIN

### Programming Languages:

Python, Java, JavaScript, TypeScript, Swift, C, C#, R, SQL, HTML, CSS, Bash/Shell Scripting, Assembly

### Development Environments & IDEs:

Eclipse, IntelliJ IDEA, Visual Studio Code, Xcode

### Frameworks & Libraries:

Frontend & Web: Next.js, Vue.js

Backend & Full-Stack: Node.js, Express.js

iOS Development: SwiftUI, UIKit, CoreML, CreateML, Vision, CoreLocation, MapKit, AVFoundation

### Databases:

MySQL, PostgreSQL, MongoDB

### DevOps & Cloud Platforms:

Git, GitHub, GitLab, Docker, Jenkins, AWS, Linux shell (Bash), Windows Server, macOS, CI/CD pipelines

### Testing & Debugging:

- JUnit, Selenium, Insomnia, Postman, Xcode Testing, Mocha.js, Chai.js, Selenium, k6, JUnit

### Design, HCI & Interaction Tools:

- Adobe XD, Figma, InDesign, Illustrator, Photoshop, wireframing tools

### Development Concepts & Methodologies:

Object-Oriented Programming (OOP), Model-View-Controller (MVC), RESTful API Design, Agile & Scrum, Domain-Driven Design (DDD), CI/CD, Responsive Web Design, Cross-Platform Mobile Development, Human-Computer Interaction (HCI), UX Design, Data Analysis & Visualization, Sorting Algorithms, Bitwise Operations, Signal Processing, Augmented & Virtual Reality Basics

## EDUCATIONAL PROJECTS – PRINT AND MEDIA TECHNOLOGY (M. ENG.), BHT BERLIN

- 2022 Created a university magazine as a cohort project: wrote articles, designed layouts, coordinated print production — strengthening cross-functional project execution and editorial workflows
- Team Lead & Videographer** for a client image video (casablanca gGmbH): led a 4-person team from concept to final video, covering scripting, filming, editing
- Developed a **marketing campaign for CrowdFarming**, collaborating in a 4-person team on digital brand strategy and visual identity
- 2023 Designed a **gamified waste collection app** with a focus on sustainability, combining design thinking and product prototyping
- Developed a **lead magnet marketing concept** and implemented it using **WordPress**
- Co-created and taught a **user interface design class using Adobe XD**, including creating all mockups and materials; taught 15 Bachelor's students hands-on design practices
- Built a **wellbeing AI app concept** using **Adobe XD, Illustrator**, and AI tools like **Descript** and **ElevenLabs**, including a unique voice interface — demonstrating early-stage product development and creative AI integration
- 2024 Master's Thesis: "**Lean Startup as a Tool for the Successful Development of a Social Media Lifestyle Brand on Instagram**"
- Developed and executed a full 3-month growth strategy for a self-built Instagram brand, applying lean startup methodology in a real-world context
  - Conducted **competitor benchmarking, persona-based user research, and trend analysis** to inform product-market fit and brand positioning
  - Used **Metricool** and **HubSpot** to design and track content calendars, growth funnels, and **key performance indicators (KPIs)**
  - Performed detailed KPI evaluation and **data-driven iteration cycles** to optimize reach, engagement, and conversion
  - Designed and produced social-first multimedia content using **CapCut, Final Cut Pro**, and **native Instagram tools**
  - Gained hands-on experience in **brand-building, audience psychology, and digital campaign testing**, merging creative and analytical approaches
  - Demonstrated strong **ownership, cross-functional thinking**, and ability to prototype, test, and optimize content-driven digital products independently

## TECHNOLOGIES & TOOLS · PRINT AND MEDIA TECHNOLOGY (M. ENG.), BHT BERLIN

### Core Domains & Applications:

Media Project Management, E-Business & Online Marketing, UX/UI & Interface Design, Strategic Communication, Publishing Systems, Innovation & Investment, Business Management, Quantitative Research

### Tools & Software:

R, InDesign (incl. XML Data Merge), Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), DaVinci Resolve, Final Cut Pro, Canva, Figma, WordPress, WoodWing, LibreOffice/OpenOffice, Visual Studio Code, LaTeX, MS Office, SCRUM Tools

### Frameworks & Systems:

Cross-Media Publishing Platforms, Database-Driven Publishing Workflows, XML-based Automation in Print Production

### Data & Markup Handling:

XML (structure, formatting, tagging), InDesign Data Merge (text & image), Data Normalization in LibreOffice/OpenOffice, Print vs Web-PDF production flows

### Marketing Platforms & Automation Tools:

Metricool, HubSpot, ActiveCampaign, MailChimp

### Methodologies & Concepts:

Agile & Scrum, Design Thinking, Requirement Management, Information Architecture, UX Testing, Innovation Process Design, Investment Calculation (NPV, ROI), Scientific Research Methods

### Leadership & Interdisciplinary Skills:

Intercultural Communication, Teaching & Didactics, HR Management, Workshop Facilitation, Diversity & Inclusion, Academic Writing & Presentation

## WORK EXPERIENCE

12/2020-  
01/2025

**Nanocosmos GmbH – Interactive Streaming**  
IOS & BACKEND DEVELOPER

- Contributed to the development of a high-performance interactive streaming platform, working across backend services, REST APIs, and iOS features within a microservices environment
- Designed and maintained scalable backend features using Node.js, Express.js, PostgreSQL, and Sequelize, ensuring clean architecture and system reliability
- Improved legacy systems by refactoring Sequelize queries and aligning the codebase with modern standards to boost performance and maintainability
- Collaborated closely with cross-functional teams (product, design, frontend) to deliver user-focused, production-ready features
- Participated in agile development cycles, conducted code reviews, and upheld internal quality standards and Git best practices
- Supported and extended the CI/CD pipeline using Docker, Jenkins, and AWS, contributing to automated deployment, service scaling, and environment separation
- Performed backend and performance testing using Mocha.js, Chai.js, and k6, and handled cross-browser and integration testing with Selenium and BrowserStack
- Used Swagger (OpenAPI) to document and test backend endpoints
- Monitored and debugged live systems using Kibana Dashboards, identifying performance bottlenecks and analyzing real-time logs
- Worked with AWS S3 for cloud asset storage and environment configuration
- Contributed to native iOS development using Swift and Objective-C, building and debugging UI components in Xcode and integrating internal SDKs
- Used Rancher for managing containerized applications in the cloud and coordinated deployment workflows
- Built internal APIs for managing user and campaign data, enabling seamless integration with ActiveCampaign to automate email workflows and link backend logic to marketing journeys
- Actively contributed to internal tooling, documentation, and API development across staging and production environments in the nanoStream Cloud ecosystem

**Tech & Tools:**

Node.js, Express.js, PostgreSQL, Sequelize, JavaScript, TypeScript, Java, Swift, Objective-C, Docker, Jenkins, AWS, AWS S3, Git, GitLab, CI/CD, Swagger (OpenAPI), Xcode, VSCode, HTML, CSS, Markdown, Postman, Insomnia, Mocha.js, Chai.js, k6, Selenium, BrowserStack, Rancher, Kibana, ActiveCampaign, nanoStream Cloud Platform

## INDEPENDENT PROJECTS

01/2025 -  
Present

**@juliakasanzewa – Conscious Lifestyle & Self-Discovery Brand on Instagram and YouTube**  
FOUNDER & CREATOR

- Building a digital brand at the intersection of self-development, lifestyle, and conscious content creation, supported by the EXIST Women Founder Program
- Honing vision and strategy through workshops on pitching, customer validation, problem–solution fit, and business model development
- Conducted interviews and audience research; developed a Business Model Canvas to test assumptions and refine positioning
- Designed content strategy and aesthetic brand identity through hands-on content creation, editing, scripting, and post-production
- Built a Notion dashboard to track audience insights, growth metrics, and content pipeline across platforms
- Created all brand visuals using Canva and mobile-first editing tools; applied automation and storytelling for engagement
- Used Metricool, surveys, and personas to inform content direction and optimize reach
- Gained legal awareness through IP and startup law workshops, including brand protection, content rights, and licensing strategies
- Currently experimenting with monetization via digital products, affiliate collaborations, and value-aligned brand partnerships

## CONTACT

+49 176 2176 3296

[kasanzewa.julia@yahoo.de](mailto:kasanzewa.julia@yahoo.de)

Location: Berlin, Germany

LinkedIn: <https://www.linkedin.com/in/julia-kasanzewa/>

GitLab: <https://gitlab.com/juliekas>