MARGARITA "MAGGIE" MISHINOVA

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m.mishinova@gmail.com   Nationality: Bulgarian

EDUCATION

AALTO UNIVERSITY
08.2018 – 05.2019

Exchange studies
Human-Computer Interaction (M.Sc.)

TU BERLIN
10.2017 – 07.2018

1st year at *Human Factors (M.Sc.)*

GOETHE UNIVERSITY, FRANKFURT
10.2013 – 01.2017

Psychology (B.Sc.)

LANGUAGE SKILLS

BULGARIAN GERMAN (C2)
ENGLISH (C1) FINNISH (B1)
JAPANESE (A1)

ADDITIONAL COURSES

EIT Digital Industry Summer School: Retail, Markets, Consumer Engagement
EIT Digital Helsinki   *08.2018*

Health Technology Assessment (HTA)
TU Berlin   *04. – 07.2018*

Inspirations for Design: A Course on Human-Centered Research
Hasso-Plattner Institut, Potsdam
09.2017

PROFESSIONAL EXPERIENCE

SYSMEX CORPORATION
SUMMER INTERN IN GLOBAL SUPPORT
07.2019 – 08.2019   *Kobe, JP*

- Usability evaluation of the latest instruments in the haematology, coagulation, and urinalysis
- Data analysis and research on trends in the Russian market

AALTO ONLINE LEARNING
RESEARCH ASSISTANT
02.2019 – 06.2019   *Espoo, FI*

- Research and documentation of the project's impact
- Storytelling through data visualization

LEAP DIGITAL MARKETING GMBH
WORKING STUDENT: HR & CRO
11.2017 – 09.2018   *Berlin, GER*

LEAP/ is a leading Online marketing agency working with big German e-commerce clients.

- CRO: Landing Pages analysis of online shops regarding their performance, as well as Data from A/B-Tests and Google Analytics, usability consulting of clients
- HR: support in the recruitment activities

BLG EXECUTIVE SEARCH GMBH
WORKING STUDENT/ANALYST
02.2013 – 12.2016   *Frankfurt am Main, GER*

An international executive search consultancy focused exclusively on the healthcare sector.

- Market research of the medical devices, pharmaceutical and biotech industry, added 1200 companies to the firm's database;
- Sourcing of candidates for placement projects via Xing, LinkedIn, Experteer, profiling telephone interviews with candidates.

CHILDREN'S NEUROLOGY, UNIVERSITY HOSPITAL
INTERNSHIP IN CLINICAL PSYCHOLOGY
10.2015 – 02.2016   *Frankfurt am Main, GER*

- Conducted intelligence tests with children and adolescents.

REFERENCES

Yota Kawamura
VP of Global Support
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Tomi Kauppinen
Project manager
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Iiro Nurmi, CEO
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Managing Director
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VOLUNTEER

RECENT FREELANCE PROJECTS

UX/HUMAN FACTORS CONSULTANT
02.2019 – 06.2019   *Espoo, FI*
I consulted the Tampere-based software company Cometa Solutions Oy on the UX of their product, facilitated workshops, documented design principles.

USER RESEARCH for PSY:PLAN
02.2018   *Berlin, GER*

Conducted a User Research study in the field of Architecture psychology on the building site of the James-Simon-Gallery on the Museum's island in Berlin including three days of interviewing probands on site, ethnographic research on their orientation strategies as well as manual data input.

WORKSHOP FACILITATION AT "PASCH PRÄGT"
15-17.10.2017   *Sofia, BG*

Organized and facilitated workshops with High school students from various Eastern European countries regarding their career planning and design thinking methods.

SOFTWARE & TOOLS

MS Office (Word, Excel, Power Point)	✓	✓	✓	✓	✓
Windows & Mac OS	✓	✓	✓	✓	✓
DATA ANALYSIS					
SPSS, R	✓	✓	✓	✓	✓
PROGRAMMING					
Python, JavaScript	✓	✓	✓	✓	✓
ONLINE MARKETING & WEB CONTENT					
Google Analytics	✓	✓	✓	✓	✓
WordPress	✓	✓	✓	✓	✓
VISUALIZATION TOOLS					
Tableau	✓	✓	✓	✓	✓
Reveal.js, d3.js	✓	✓	✓	✓	✓
Adobe Photoshop	✓	✓	✓	✓	✓