



# MARGARITA "MAGGIE" MISHINOVA

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Nationality: Bulgarian

## EDUCATION

AALTO UNIVERSITY  
08.2018 – 05.2019

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

TU BERLIN  
10.2017 – 02.2020

*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

As part of Tomi Kauppinen's team, I researched and documented the development of the project and produced data visualizations and illustrative materials.

[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**  
Kawamura.yota@sysmex.co.jp

**Tomi Kauppinen**  
**Project manager**  
tomi.kauppinen@aalto.fi

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## VOLUNTEER



# JUNCTION



## 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 ✓ ✓ ✓ ✓ ✓