

MARGARITA "MAGGIE" MISHINOVA



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Nationality: Bulgarian

EDUCATION

TU BERLIN
10.2017 - 03.2020

[Human Factors \(M.Sc.\)](#)

AALTO UNIVERSITY
08.2018 - 05.2019

Exchange studies
Human-Computer Interaction (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 Node 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
Kawamura.yota@sysmex.co.jp

Tomi Kauppinen
Project manager
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Iiro Nurmi, CEO
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Managing Director
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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 ✓ ✓ ✓ ✓ ✓