

# Margarita Mishinova

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<https://www.mishinova.github.io>

## SKILLS

### DESIGN

User research  
UX & UI design  
Interaction design  
UX writing  
Usability testing  
Design system implementation  
Personas  
User journeys  
Documentation

### PROGRAMMING

HTML, CSS  
JavaScript (D3.js)

### SOFTWARE

Figma  
Mixpanel  
G Suite, MS Office  
Git & Github

## EDUCATION

### MSC, HUMAN FACTORS

TECHNICAL UNIVERSITY OF BERLIN  
2020 | Berlin, Germany

### HUMAN-COMPUTER INTERACTION

AALTO UNIVERSITY  
2018-2019 | Espoo, Finland  
Exchange year

### BSC, PSYCHOLOGY

GOETHE UNIVERSITY FRANKFURT  
2017 | Frankfurt, Germany

## LINKS

LinkedIn

## EXPERIENCE

### IPRALLY | UX DESIGNER

Feb 2020 – now | Helsinki & remote

- Continuous **user research** in close cooperation with the Commercial team, feedback aggregation & systematisation, driving innovation in a cross-team role
- Mapping **user journeys** and leveraging Product analytics to improve design
- Design of **features & interactions**, communication with the Product owner and development team, **QA testing** and internal **usability testing**, UX writing, laying the foundation for a **Design system**
- Documentation of the product functionality, content writing (newsletters, blog articles)

### SYSMEX CORPORATION | GLOBAL SUPPORT ASSISTANT

Jul – Aug 2019 | Kobe, Japan

- **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

Feb – Jun 2019 | Espoo, Finland

- Research, documentation & data visualization of the history of the 5-years project for Online education at Aalto University

### LEAP DIGITAL MARKETING GMBH | CRO ANALYST

Nov 2017 – Jul 2018 | Berlin, Germany

- Usability consulting as part of Conversion Rate Optimization (CRO) for big e-commerce clients

### BLG EXECUTIVE SEARCH GMBH | RESEARCH ANALYST

Feb 2013 – Dec 2016 | Frankfurt, Germany

- Market research of the medical devices, pharmaceutical and biotech industry, added 1200 companies to the firm's database

## PROJECT WORK

### COMETA SOLUTIONS | UX/HUMAN FACTORS CONSULTANT

Feb - May 2019 | Tampere & remote

- **UX consulting** for a software product, incl. workshop facilitation

### PSY:PLAN | USER RESEARCHER

Feb 2018 | Berlin, Germany

- **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 input of qualitative data