

Margarita Mishinova

m.mishinova@gmail.com | +358 50 325 4876

<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 discussion 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