# EVA MARIA VEITMAA

+372 5673 1490 | e.m.veitmaa@gmail.com
LinkedIn: @eva-maria-veitmaa | www.evamaria.info

## EXPERIENCE

### UX DESIGNER                                              Jan 2020 – Present
Sensiks, Netherlands

Examining the user experience of Sensiks multisensory pods. Enhancing the existing design to support relaxation. Creating custom content for the product. Exploring and creating embodied interactions with soma design.

- Designed and created the Gallery of Heartbeats – a multisensory experience for the Sensiks pod that externalises and visualises the user's heartbeat in a tangible way using heat, airflow, light, and sound.

### UX ENGINEER                                              Jun 2018 – Aug 2018
SEB Pank, Estonia

Undertook the upgrade of loan calculators from legacy code to responsive web interfaces in the Baltic Digital User Experience Team. Developed the car lease calculator using PHP, JavaScript, HTML, and CSS.

### BACK-END DEVELOPER                                       May 2017 – Aug 2017
Telia Eesti, Estonia

Supported the CRM and Channels Department in CRM-API and web backend development using Java and SQL. Member of an agile development team.

- Accomplished a test coverage of 90% with Java unit and mock tests.

### PROJECT MANAGER                                          Mar 2016 – Oct 2016
Geeks on Wheels, Estonia

Led a half-remote team of 12 workshop instructors and 2 public relations experts during a volunteer project for increasing technical knowledge of students from schools in remote areas of Estonia. Educated students and teachers about computer hardware, software, cybersecurity, novel technology, and career options in technology. Focused on the wellbeing of my team by ensuring they have enough possibilities for self-development, rest, and amenities.

- Contact person for schools: defined the participating schools, logistics and on-location arrangements.
- Populated the VR lab with devices by negotiating with Samsung, Microsoft, and private individuals.
- Inspired 1000 students from 6 visited educational establishments to pick a career in technology.

### MICROSOFT STUDENT PARTNER AND LEAD                       Nov 2015 – Nov 2017
Microsoft Estonia, Estonia

Mentored a team of 11 young professionals, facilitated their self-development through workshops, lectures, and company visits. Arranged events in two major towns in Estonia to increase the general public's knowledge on technology and Microsoft products and services.

- Presentation on IoT and cyber security to 150 people at Microsoft Technology Conference 2016.
- UX mentor for 50 participants at LapHack hackathon.

# EDUCATION

## EIT DIGITAL MASTER SCHOOL — Sept 2018 – Present
MSc, Human Computer Interaction and Design, Entrepreneurship and Innovation

Focus on:

- Project Management
- Business Development
- Entrepreneurial Finance
- Innovation Management
- Start-Up Development
- Pitching and Presentations

## KTH ROYAL INSTITUTE OF TECHNOLOGY — Sept 2019 – Present
MSc, ICT Innovation, Mobile and Ubiquitous Interaction

Focus on:

- Business Consulting
- Physical Interaction Design
- Theory and Methodology of Science

## UNIVERSITY OF TWENTE — Sept 2018 – Present
MSc, Interaction Technology

Focus on:

- User Research
- Experience Design
- Human-Centred Design
- Storytelling and Presentations
- Audio Design
- Teleinteraction

## TALLINN UNIVERSITY OF TECHNOLOGY — Sept 2015 – Jul 2018
BSc, Informatics (cum laude)

Thesis: "Attacks regarding online tests and ensuring the integrity of results based on the example of TTÜ admission test"

Focus on:

- IT Development
- User Experience and Interface Design
- Cyber Security
- Computer Science

# PROJECTS

## WALK OVER ME – INTERACTIVE FLOOR FOR PLAYGROUNDS — 2019
Physical Interaction Design & Mobile Application Design, Sweden

Responsible for:

- Project management
- Product design
- User testing and research
- Business analysis

Scalable plug-and-play design of pressure-sensitive tiles that light up when stepped on. Controlled with a cloud-based mobile application. Supports both individual and social play while appealing to all age groups. Iterative prototyping and user testing led to an addictive design, atypical interactions, and endless fun.

## WorkER – VIRTUAL REALITY TRAINING SUITE FOR RESCUE SERVICES          2019
### Business Development, Netherlands

Responsible for:

- Identifying customer needs via interviews
- Market research
- Business analysis
- Pitching and presentation

WorkER is a mobile-based virtual reality application designed to simulate a variety of emergency situations. WorkER can be used for training and testing purposes by emergency workers from different disciplinary fields, for example, paramedics, firefighters, and the police. By removing the location-induced constraints from the training process, WorkER enables rescue workers to train more often, thus constantly improving their skills, effectiveness, and efficiency, and allowing them to retain their level of professionalism. WorkER gives constant feedback on the user's performance and provides progress reports.

## CASHBOT – PERSONAL FINANCES CHATBOT FOR SEB PANK          2018
### Product Development, Estonia

Responsible for:

- Customer and market research
- Product development
- Business model generation
- Idea generation and validation
- Prototyping
- Pitching (Best Pitch award in the Baltics)

Research and development of an educational chatbot for increasing financial knowledge through an interactive text-based game on the Facebook Messenger platform. Inspired by "The Game of Life", Cashbot takes the user through a journey of financial decisions. The chatbot game features tasks about the product and service offerings of SEB Pank driving users to the company's web page and converting them into customers. Cashbot is developed during a summer internship program YouthLab.

# SKILLS AND INTERESTS

## LANGUAGES:

Estonian (native), English (fluent), German (beginner)

## DESIGN:

User research, usability testing and analysis, prototyping (wireframes, mock-ups, lo-fi and hi-fi), user experience design, sound design, physical interaction design, human-centred design, dilemma-driven design, soma design

## BUSINESS, ENTREPRENEURSHIP AND INNOVATION:

Business development, market and customer research, requirements management, prioritising, business model generation, business and innovation analysis, product development, project documentation, presentation and pitching

## TECHNICAL:

Python, Java, C#, HTML/CSS, JavaScript, PHP, SQL, agile development, Scrum, Jira, Confluence, Git

## INTERPERSONAL:

Project management in multidisciplinary international teams, leadership, conflict resolution, design thinking, public relations, high adaptability to changing circumstances, public speaking, entrepreneurial mindset

## INTERESTS:

Mentoring, personal finances, writing, travel, improvisational theatre, social engineering