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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.

PROJECT MANAGER, CHAIRMAN

Dec 2019 - Present

Stichting InSPE, Netherlands

Leading an international team of five. Orchestrating a multidisciplinary musical theatre production. Collaborating with cultural organisations, universities, sponsors, and a professional creative team. Managing social media channels (web page, Facebook, Instagram, LinkedIn).

- Increased the management team from three to five people.
- Reduced time spent on administrative tasks by 20% by optimising systems for tracking the workflow and progress.
- Successfully migrated all organisational processes to online environments and set up communication channels for remote work during the novel coronavirus outbreak.

STUDENT MENTOR

Apr 2019 - Present

EIT Digital Master School, Netherlands

Consulting 50 international students on housing, curriculum, and local life. Increasing the reach of EIT Digital Master School's Human-Computer Interaction and Design program at the University of Twente and the Netherlands.

WORKSHOP MENTOR

Oct 2019 - Dec 2019

Inicio, Sweden

Instructed a group of children between 11-15 years old through the process of designing their first mobile application. Taught UX, UI, and rapid prototyping with paper prototypes and Marvel App.

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 80% with Java unit and mock tests.

PUBLIC RELATIONS MANAGER**Jan 2016 – Dec 2016**

Microsoft User Group Estonia, Estonia

Ensured timely and accurate communication between NGO MUG Estonia, its members, and the public by creating press releases and newsletters, managing mailing lists and social media accounts. Supported community members in organising technology-related workshops and discussion evenings.

- Increased reach of communication channels by 10% by tailoring the content of newsletter and media feeds.
- Prepared MUG Estonia Summer Days (community gathering) for 30 people.

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, cyber security, 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.

WORKSHOP INSTRUCTOR**Jan 2016 – Mar 2016**

Geeks on Wheels, Estonia

A volunteer project for increasing interest in and knowledge of technology. Prepared and conducted software and cyber security workshops for students and teachers in 6 schools in remote areas of Estonia.

MICROSOFT STUDENT PARTNER AND LEAD**Nov 2015 – Nov 2017**

Geeks on Wheels, 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.

TEACHING ASSISTANT FOR JAVA PROGRAMMING**Feb 2017 – May 2017**

Tallinn University of Technology, Estonia

Counselled 100 first-year computer science students in basic Java programming course. Prepared and revised 20 different homework tasks. Facilitated assignment defences. Consulted students on their course projects.

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

TRINITY COLLEGE DUBLIN

Sept 2019 - Present

External course, Creative Thinking and Innovation

Product development for VivaGreen: reducing plastic waste in the packaging of cleaning products.

Workshops on:

- Creative Thinking and Innovation
- High-Performing Teams and Teamwork
- Design Thinking
- Prototyping
- Pitching

UNIVERSITY OF TWENTE

Sept 2018 – Present

MSc, Interaction Technology

Focus on:

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

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

WOM-APP – MOBILE APPLICATION FOR THE “WALK OVER ME” FLOOR **2019**

Mobile Application Design, Sweden

Responsible for:

- User research
- Requirement mapping
- Business analysis

Cloud-based remote-control application for controlling a set of interactive floor tiles. Functionality includes scoreboards, uploading games to the floor via Bluetooth, controlling each tile individually, and creating custom games. Designed to enable less tech-savvy users customise the “Walk Over Me” interactive floor.

WALK OVER ME – INTERACTIVE FLOOR FOR PLAYGROUNDS **2019**

Physical Interaction Design, Sweden

Responsible for:

- Project management
- Product design
- User testing
- Construction

Scalable plug-and-play design of pressure-sensitive tiles that light up when stepped on. 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.

PHYSIOPLUX **2019**

Business Development, Portugal

Responsible for:

- User research
- Pitching and presentation

Market innovation for a physiotherapy solution used in Europe. Worked in a multi-diversified team over the course of two weeks. Created business solutions from idea to developing a business model and a value network.

FIREFLIES – INTERACTIVE MULTISENSORY EXPERIENCE **2019**

Interactive Experience Design, Netherlands

Responsible for:

- Sound design
- Storytelling
- Logistics and construction
- Material exploration

An interactive multisensory experience that takes the visitor back to a 19th century tavern. Triggers the auditory, visual, olfactory, and somatosensory senses for a highly immersive experience by incorporating bright LED-lights, multiple sound effects, vibration backpacks, pushbuttons, and smoke. The goal of the project is to bring alive the stories of the local cemetery while turning the place into a more attractive public park for both the locals and the tourists.

THE WILDFLOWER – RADIO DRAMA

2019

Sound Design, Netherlands

Responsible for:

- Storytelling
- Sound design (recording, mixing, editing)

A radio drama version of an original dramatic bedtime story for grown-ups. The field recordings were captured using a Zoom H4n handheld microphone. Mixing and editing was done in Reaper.

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.

13" WHY – REDESIGNING TINDER

2018

Human-Centred Design, Netherlands

Responsible for:

- Usability analysis
- Requirement mapping
- Mock-ups and prototyping

Designing for digital intimacy to enable forming and maintaining meaningful social connections via the use of smartphone applications. Identified the underlying problem of Tinder as the users' lack of self-appreciation and using the popular dating app for self-validation. The improved design encourages creating new connections by gradually unlocking information about people after a prolonged conversation. Dilemma-driven human-centred design.

CASHBOT – PERSONAL FINANCES CHATBOT FOR SEB BANK

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 Bank driving users to the company's web page and converting them into customers. Cashbot is developed during a summer internship program YouthLab.

ATTACKS REGARDING ONLINE TESTS AND ENSURING THE INTEGRITY OF RESULTS BASED ON THE EXAMPLE OF TTÜ ADMISSION TEST

2018

BSc Thesis, Estonia

The process of creating guidelines and specification for an automated invigilation system to detect various attacks against online tests and remote proctoring. Compiled attack-defence trees with various scenarios, investigated existing proctoring solutions, conducted user tests with Tobii eye-tracking technology, developed prototypes with off-the-shelf technology.

SKILLS AND INTERESTS

LANGUAGES:

Estonian (Native), English (Fluent), German (Beginner)

TECHNICAL:

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

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, requirement mapping, prioritising, business model generation, business and innovation analysis, product development, project documentation, presentation and pitching

INTERPERSONAL:

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

INTERESTS:

Theatre, social engineering, writing, personal finances, mentoring, mental health and wellbeing, travel