

EVA MARIA VEITMAA

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EXPERIENCE

CROSS PRODUCT INTEGRATION MANAGER

Nov 2020 – Present

Playtech, Estonia

Main point of contact for knowledge to all technical teams, internally and externally. Managing the technical side of integration projects. Assisting licensees with integrating against our API. Troubleshooting technical issues, explaining the documentation, improving internal processes.

- Added the functionality of launching games on our testing page with one keypress.

STUDENT MENTOR

Sept 2020 – Present

EIT Digital Master School

Consulting prospective students on the application process, EIT studies, scholarships, and living abroad.

PROJECT MANAGER, CHAIRMAN

Dec 2019 – Sept 2020

Stichting InSPE, Netherlands

Led an international team of five. Orchestrated a multidisciplinary musical theatre production. Collaborated with cultural organisations, universities, sponsors, and a professional creative team. Managed 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.

UX DESIGNER

Jan 2020 – Aug 2020

Sensiks, Netherlands

Examined the user experience of Sensiks multisensory pods. Enhanced the existing design to support relaxation. Developed custom content for the product. Explored and created 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. The GoH opens up a rich design space around the novel sensory reality technology.

STUDENT MENTOR

Apr 2019 – Sept 2020

EIT Digital Master School, Netherlands

Consulted 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 90% 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, 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.

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**

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.

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 – Sept 2020**

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
MSc, ICT Innovation, Mobile and Ubiquitous Interaction

Sept 2019 – Sept 2020

Focus on:

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

TRINITY COLLEGE DUBLIN
External course, Creative Thinking and Innovation

March 2020

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
MSc, Interaction Technology

Sept 2018 – Sept 2020

Focus on:

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

TALLINN UNIVERSITY OF TECHNOLOGY
BSc, Informatics (cum laude)

Sept 2015 – Jul 2018

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
Physical Interaction Design & Mobile Application Design, Sweden

2019

Responsible for:

- Project management
- Product design
- User testing and research
- Requirements management
- 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.

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
- Requirements management
- 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)

DESIGN:

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

TECHNICAL:

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

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:

Mentoring, writing, travel, improvisational theatre, personal finances, health and wellbeing, social engineering