

TALTECH INIT

WHAT I WISH SOMEONE HAD TOLD ME

Eva Maria Veitmaa, 2025

Contemplation

Seat

WHY ARE YOU HERE?

ABOUT

WHO IS EVA? 🤔

AKA ANIMATED CHAOS

- Learner
- Experimenter
- Dreamer
- Positive thinker

- All over the place!





MY TIME







WORK

2024 - ...

BETSSON

Product Owner

- Internal tools
- Content management
- Indirect influence



2021 - 2023

PLAYTECH

Team Lead, Technical Project Manager

- People and processes
- Resource management
- Business projects
- API integrations

BONUS:

- Brand ambassador
(aka I post stuff online)





EDUCATION

2019-2020



2018-2019



2015-2018

2015 - 2018

TALLINN UNIVERSITY OF TECHNOLOGY

BSc in Informatics

- IT Development
- Cyber Security
- System analysis
- Databases

THESIS:

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



2018 - 2020

EIT DIGITAL MASTER SCHOOL

MSc in Human Computer Interaction and Design, Entrepreneurship and Innovation

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



2018 - 2019

UNIVERSITY OF TWENTE

MSc in Interaction Technology

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



2019 - 2020

KTH ROYAL INSTITUTE OF TECHNOLOGY

MSc in ICT Innovation, Mobile and
Ubiquitous Interaction

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



WHAT I WISH I HAD BEEN TOLD

WHEN I STARTED UNI

INFORMATION TECHNOLOGY == PROGRAMMING

INFORMATION TECHNOLOGY X PROGRAMMING

WHICH TECH JOBS DO YOU KNOW?

“IT == PROGRAMMING”

IT IS ALSO...

- **Project management**
- **System analysis**
- **User research & design**
- **Data science**
- **Network architecture**
- **System security**
- **Quality assurance**
- **Tech support**
- **Sales**
- **...**





Find vulnerabilities

ETHICAL HACKER





Find glitches

VIDEO GAME TESTER





Find the best gear

GADGET REVIEWER





Find the right words

WEB CONTENT DEVELOPER



EVERYBODY WANTS IT SPECIALISTS

EVERYBODY WANTS EXCEPTIONAL IT SPECIALISTS

“EVERYBODY WANTS IT SPECIALISTS”

HOW TO GET YOUR FOOT IN THE DOOR?

- **Wide profile & soft skills**
- **Networking and connections**
- **Scholarship cooperation**
- **Internships**
- **Side hustles**
 - **Student organisations**
 - **Freelance projects**
 - **Hackathons**



UNI IS JUST STUDYING

UNI IS JO ~~X~~ STUDYING

“UNI IS JUST STUDYING”

MORE IMPORTANTLY...

- **Time management**
- **Strong relationships**
- **Useful connections**
- **Cooperation skills**
- **Critical and analytical thinking**
- **Cool projects**
- **Domain knowledge**



FIREFLIES

Interactive experience design. Research through design.



A group of five people (three women and two men) are sitting on a glowing green floor mat in a room with red ambient lighting. The mat is composed of several rectangular panels that emit a bright green light. The people are dressed in casual to semi-formal attire. In the background, there are other people and furniture, suggesting a workshop or event space. The overall atmosphere is modern and tech-oriented.

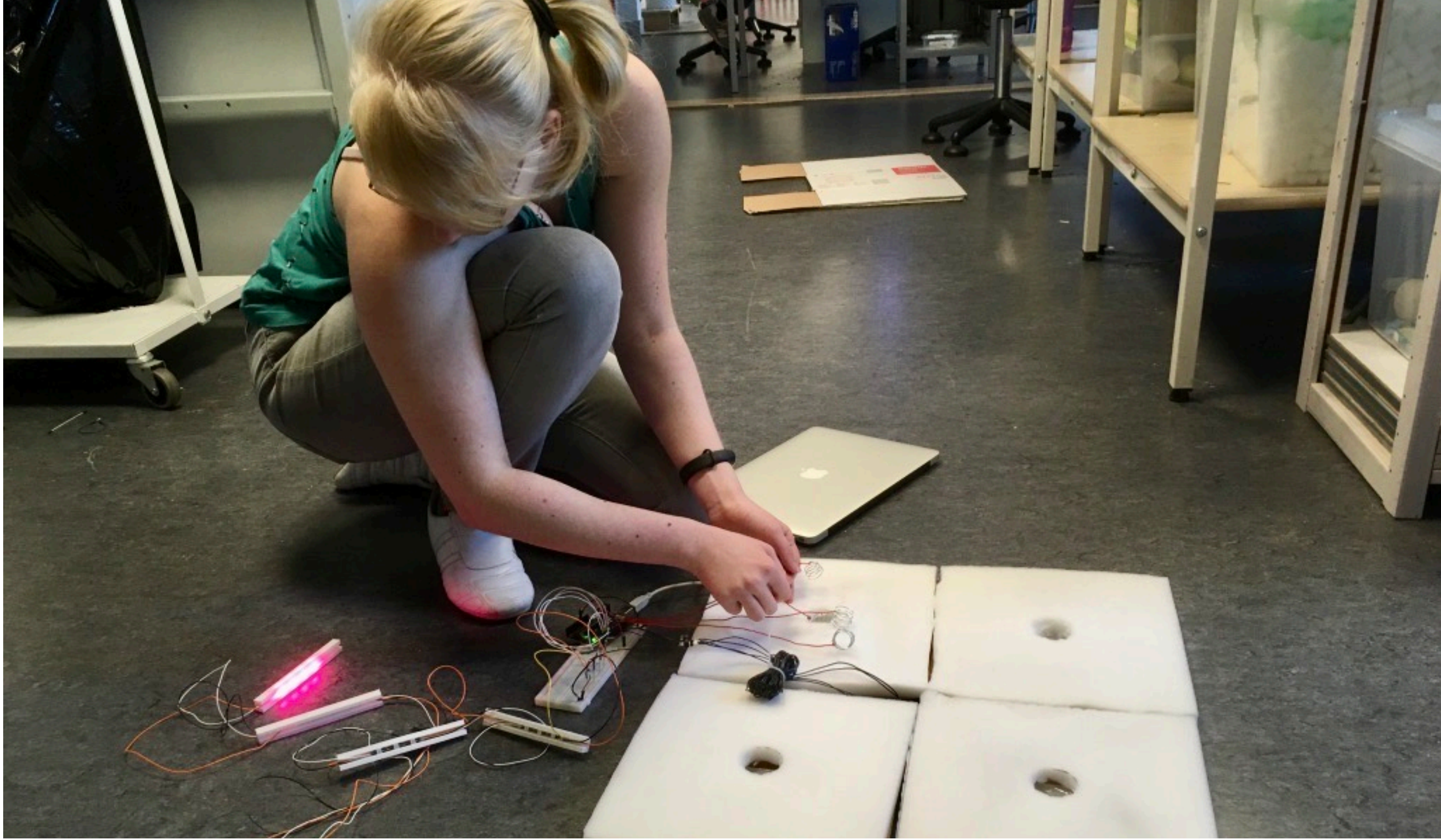
WALK OVER ME

Physical interaction design.



GALLERY OF HEARTBEATS

Sensory reality. Research through design. Soma design.



“UNI IS JUST STUDYING”

UNI EXTRACURRICULARS

- **Teaching assistant & tutor**
- **Microsoft Student Partner**
- **Public relations at MS User Group**
- **Geeks on Wheels**
- **Huawei Seeds for the Future**
- **Hackathons**
- **BEST summer course (app dev)**
- **Student ambassador**
- **Improvistational theatre**
- **Student musical production**



PHOTO BY © VALMAR VOOLAID

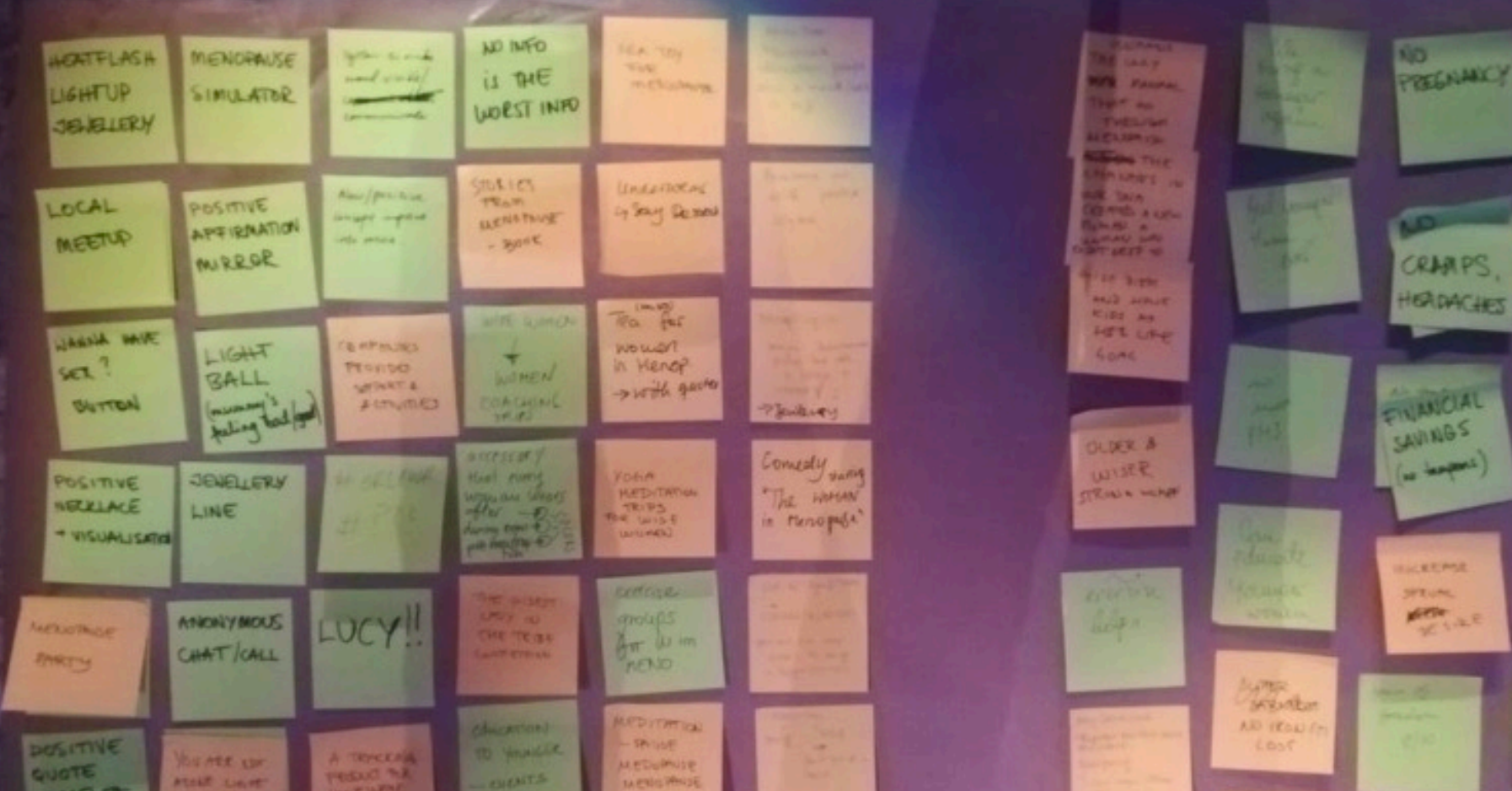
 SAAREMAA ÜHISGÜMNAASIUM



Project management
Teamwork
Negotiations

GEEKS ON WHEELS





HACKATHONS

Pitching
Design thinking
Market research



WORKSHOPS

Teaching
Mentoring



Cultural differences

SEEDS FOR THE FUTURE



“UNI IS JUST STUDYING”

HOW TO FIND OPPORTUNITIES?

- **Mailing lists**
- **Bulletin boards**
- **Friends, fools, family**



YOU NEED TO DECIDE YOUR FUTURE NOW

NEXT STEP

YOU NEED TO DECIDE YOUR FUTURE NOW



How most people live.

LIFE PLAN? WHAT LIFE PLAN?



WHAT YOU PICK NOW

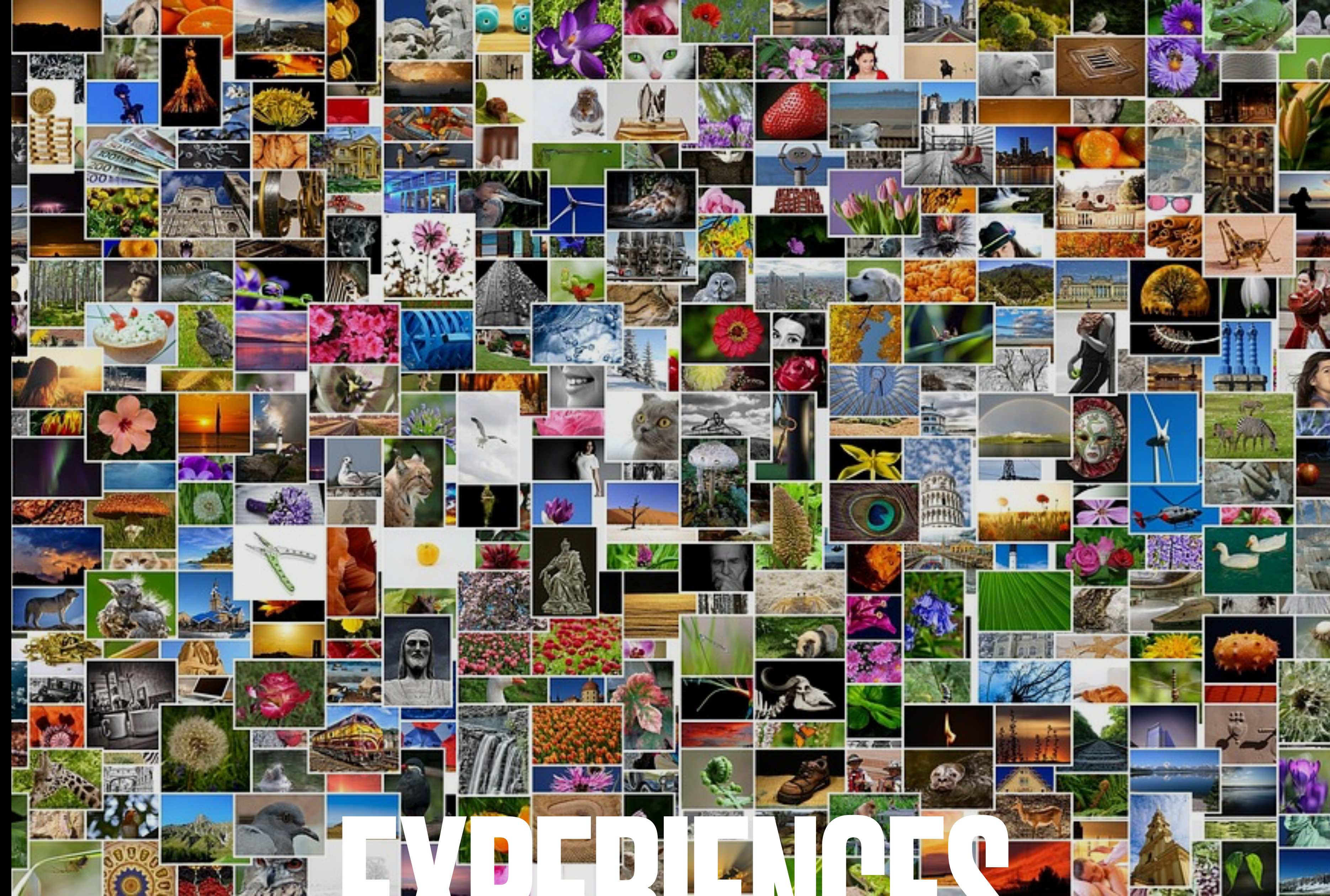
IS NOT WHAT YOU HAVE TO DO FOREVER

“YOU NEED TO DECIDE NOW”

HOW TO FIGURE OUT WHAT YOU LIKE

- **Experiment**
- **Fail**
- **Learn**
- **Reflect**
- **Adapt**





EXPERIENCES

Keep what you enjoy.

Discard what you don't.



WHAT DO YOU ENJOY DOING?

D-S GET THROWN OUT

DEGREES

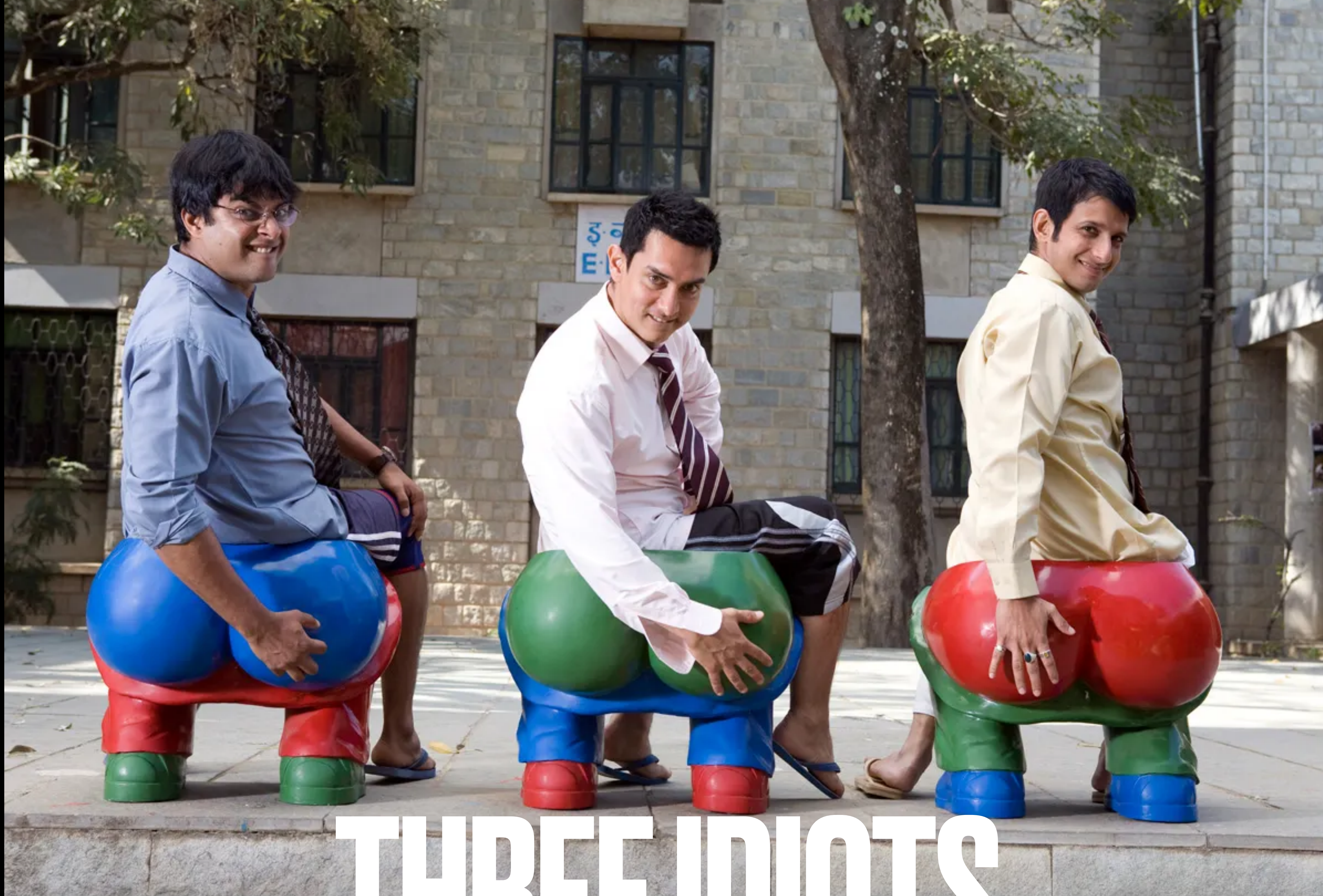
D-S GET THROWN OUT

“D-S GET THROWN OUT”

THIS IS A UNIVERSITY, NOT A PRESSURE COOKER

- **Grades != your value**
- **Help each other**
- **Take breaks**
- **Shake it off**
- **Have fun**





My go-to movie during exam sessions

THREE IDIOTS



TRY THINGS.

DO MORE OF WHAT YOU ENJOY

CONTACT



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