

EVA MARIA VEITMAA

THE COLOURFUL LIFE OF EVA

2023

ABOUT

WHO IS EVA? 🤔

AKA ANIMATED CHAOS

- Pushes boundaries
- Seeks experiences
- Comes up with creative solutions
- Speaks her mind
- Evolves constantly



ABOUT EVA

VALUES

- **Curiosity**

- ➔ Exploring, learning, and analysing

- **Variety**

- ➔ Seeking challenges regularly

- **Creativity**

- ➔ Testing, making, and innovating





EDUCATION

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



2018 - 2019

UNIVERSITY OF TWENTE

MSc in Interaction Technology

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



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



2015 - 2018

TALLINN UNIVERSITY OF TECHNOLOGY

BSc in Informatics

- IT Development
- Cyber Security
- Databases





PROJECTS

A small selection.



A young man and woman are working together on a piece of equipment in a gym. The man is wearing a black long-sleeved shirt with the text "CROSS PRODUCT SOLUTIONS" and the woman is wearing a blue t-shirt with a "pe" logo. They are both smiling and looking at the equipment. The background shows a window with blue curtains and a view of a city.

BRAND AMBASSADOR

For Playtech.

2020-...

BRAND AMBASSADOR

- Representing Playtech at events and on social media

EVA HAS DONE:

- Presentation at sTARTUp Days
- Starring in Playtech's new branding video
- Taken job shadows
- Instagram takeover
- Various social media posts



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 attire. In the background, there are other people and furniture, including a chair with a laptop on it. The overall atmosphere is that of a modern, interactive design installation.

WALK OVER ME

Physical interaction design.

2019

WALK OVER ME

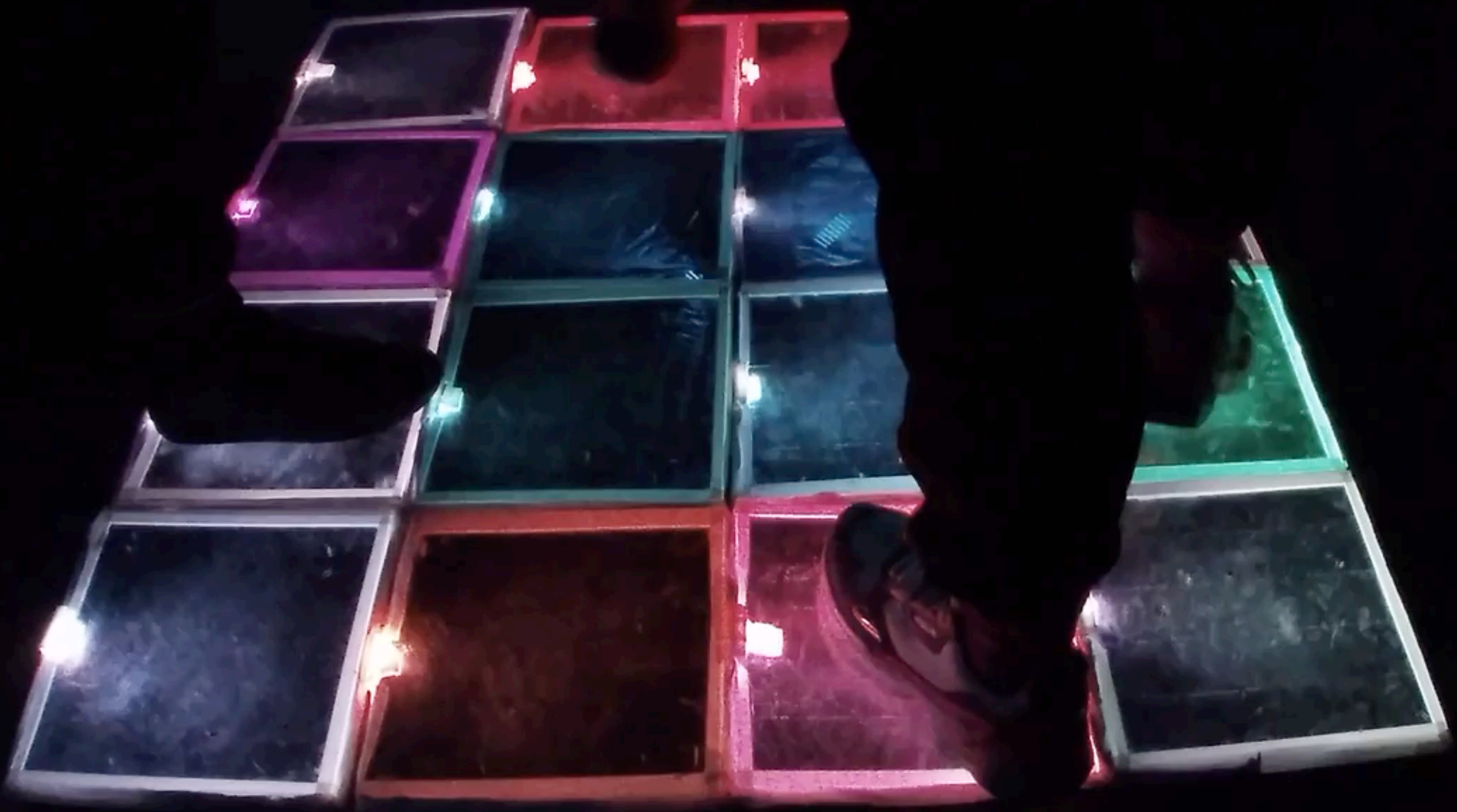
- Interactive floor combined with a remote control mobile app
- To light up dark, cold, and wet Swedish playgrounds in winter

EVA DID:

- Project management
- Product ownership
- Facilitating brainstorm and design sessions
- Physical prototyping
- Filming and editing the demo video



CLICK FOR THE "WALK OVER ME" DEMO VIDEO



WORKER

Business development. User research.

WORKER

14:58



2019

WORKER

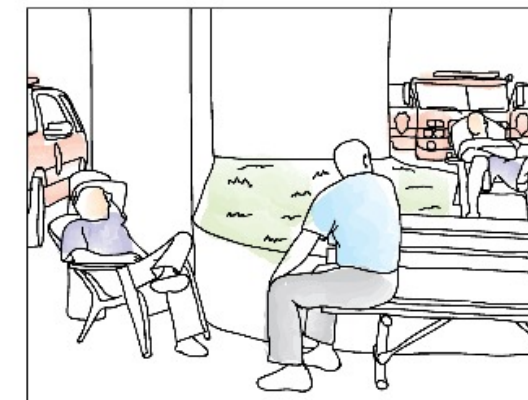
- Mobile-based VR training suite for rescue workers
- Reduces costs, time, and effort needed for training
- Provides feedback to workers and supervisors

EVA DID:

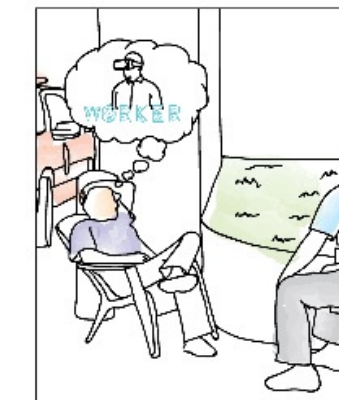
- Identifying user needs (through interviews)
- User testing
- Bits and pieces of business development
- Pitching and demo video

STORYBOARD!!

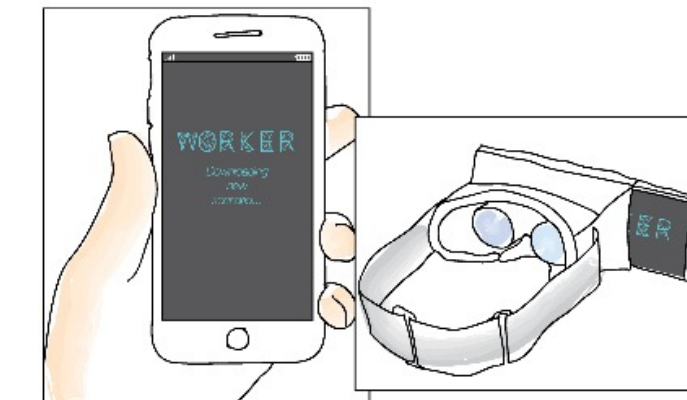
We *had* to use VR



Erik is a fireman on call today. He cleaned and hit the gym, and currently has some free time.



He thinks he could practice some rescue skills so as not to forget them.



Luckily, his fire station uses the Worker VR-training system. Erik grabs his smartphone, downloads a new training session, and puts the phone into his station's VR headset.

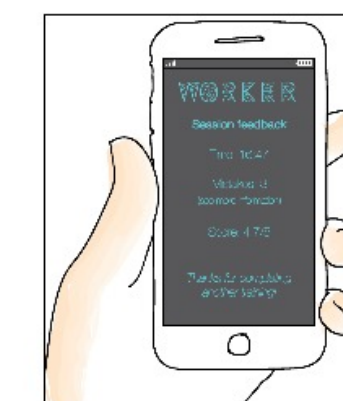
WORKER
 Colocation and team training
 for emergency personnel
 in virtual reality



The simulation starts with Erik arriving at the scene of an accident - a car is engulfed in flames and Erik needs to save the victim from the burning vehicle. He uses the remote controls to select items and tools to control the situation.



In the simulation, Erik can work together with firefighters from other stations, as well as rescue workers from the medical services and the police department.



At the end of the simulation, Erik receives a summary of his performance.



Erik is congratulated by his team lead who has just received a notification about Erik's training session.

With Worker, all types of rescue workers can train in realistic simulated situations, individually or collaboratively, no matter the time of day or their location.

The possibility to practice on demand, with reminders to practice, feedback, guidelines, and walkthroughs enables Erik and his colleagues to stay at peak performance even during a calm day at the station.

WORKER

[*CLICK FOR THE "WORKER" PITCH VIDEO*](#)

WORKER

Train together. Save together

***Every other spring, Estonian paramedics,
firefighters, and police come together***

FIREFLIES

Interactive experience design. Research through design.



2019

FIREFLIES

- Bringing alive the stories of a local cemetery
- Interactive multisensory experience (lights, sounds, haptics, pushbuttons, smoke)

EVA DID:

- Sound design
- Storytelling (incl poem translation from Dutch to English)
- Facilitating brainstorm sessions



[*CLICK FOR THE "FIREFLIES" DEMO VIDEO*](#)





WHAT OTHERS SAY

**“EVA IS ALWAYS LOOKING FOR WAYS TO
MAKE THINGS BETTER, MORE EFFICIENT,
LESS TIME CONSUMING, AND MORE
UNDERSTANDABLE AND CLEAR.”**

— A COLLEAGUE AT PLAYTECH



**“EVA HAS FINISHED HER TASKS BEFORE
THEY ARE EVEN HANDED OUT.”**

— SEVERAL PROJECT TEAM MEMBERS



“WOW. YOU’RE LIKE ANIMATED CHAOS.”

— A NEWLY MADE FRIEND WHEN THEY HEARD WHAT EVA CAN AND HAS DONE



SAAREMAA ÜHISGÜMNAASIUM



PHOTO BY © VALMAR VOOLAID

**“I STILL DON’T KNOW WHAT IT IS
THAT YOU DO.”**

— EVA’S MUM

CONTACT



WEB: evamaria.info

LINKEDIN: [/in/eva-maria-veitmaa/](https://www.linkedin.com/in/eva-maria-veitmaa/)

EMAIL: e.m.veitmaa@gmail.com

TEL: +372 5673 1490

INSTAGRAM: [@animated.chaos](https://www.instagram.com/animated.chaos)

PIGEON MAIL: [*still setting it up*]

