



Alina Karimova

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Portfolio: alinakarimova.com

Young professional with an interdisciplinary background. I bring adaptability, and a results-driven mindset and excel in fostering cross-functional collaboration.

WORK EXPERIENCE

Interaction Designer, Digital Product School at UnternehmerTUM, Munich Feb 2024 - Present

- Facilitating digitalization in the city's administration in partnership with Landeshauptstadt München.

Volunteer in Marketing and Web Design, ease.day GmbH, Munich Sep 2023 - Jan 2024

- Led the creation of a distinctive brand identity and designed the company's website, significantly boosting online presence (using Figma and ReadyMag).

Working Student in Innovation and Product Management, Brainlab, Munich Aug 2022 - Jul 2023

- Supported the development and testing of a company-wide project management tool (in Microsoft Power Apps) in an interdisciplinary agile setup:
 - created user stories and performed usability testing,
 - conducted feasibility study workshops to test and validate the concept of the tool,
 - performed analysis of the data gathered during workshops and identified areas for improvement,
 - created user manuals and prepared product training material,
 - prototyped user interface based on user feedback (Figma).
- Fostered communication/collaboration between cross-functional teams:
 - created communication material and print media (Adobe Illustrator/InDesign),
 - designed intranet web pages and maintained a knowledge base (SharePoint),
 - created R&D-wide newsletters,
 - managed communities and facilitated research talks.

Working Student Change Mgmt. & Communications, Infineon Technologies, Munich Jan 2021 - Jul 2022

- Conducted partner/market research.
- Created content for internal promotion of team/product-level activities (newsletter, blog posts, podcast).
- Measured the success of internal marketing activities.
- Created learning material in different formats (animation, manual, infographics, poster).
- Designed/maintained intranet web pages and knowledge workspace (SharePoint, Confluence).
- Organized and facilitated IoT workshops for education purposes (Raspberry Pi, Python, HTML, CSS).
- Managed/organized team events.

Product Management Intern, Bosch Siemens Hausgeräte, Munich Sep 2019 - Jan 2020

- Supported existing products in the Indoor Cleaning Department:
 - maintained data accuracy and technical documentation,
 - conducted market research to analyze the competitive landscape and identify trends.
- Supported the development of new products in the Indoor Cleaning Department:
 - defined product strategy, drove product discovery, and validated product concepts,
 - conducted persona research, user interviews, and guided product design thinking workshops.

EDUCATION

MA in Responsibility in Science, Engineering, and Technology – TU Munich Oct 2018 – Jan 2023

Thesis: Hackathons and Interdisciplinarity – GPA 2,0

Erasmus Exchange Semester – University of Twente, The Netherlands Feb 2020 – Jul 2020

Focus: Sustainability, Energy, and Ethics of Technology

BA in Linguistics – Pushkin Leningrad State University, Saint Petersburg, Russia Sept 2013 – Jul 2017

Bachelor's Diploma with Excellency – GPA 4,8 out of 5 (highest)

ACHIEVEMENTS & AWARDS

3rd place winner of the **Hinterland Hack, Bielefeld, Germany** Sep 2022

Designing UI of a job application portal. *Challenge: improve job application processes*

3rd place winner of the **TUM Science Hack 2022, Munich, Germany** Jul 2022

User Research. *Challenge: implement an AR solution to help shoppers make an informed decision*

Music scholarship, full tuition at Pushkin Leningrad State University, Russia Sep 2013 - Jul 2017

EXTRA-CURRICULAR & VOLUNTARY ACTIVITIES

Singer in the ESME Choir, Munich, Germany Sep 2022 - present

Singer in the Pushkin Leningrad State University's choir, Saint Petersburg, Russia 2013 - 2017

Frequent participant in hackathons, makeathons, and startup events

SKILLS

User Experience, UX Design, UI Design, Visual Design, Design Thinking, Agile Project Management, User Stories, User Testing, Prototyping, Wireframing, User-Centered Design, Graphic Design, Marketing, Data Analysis, Market Research, Content Management, Product Management, MVP Validation, Product Strategy, Collaboration, Organization, Good Communication.

TOOLS

Figma, Adobe CC, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Miro, Microsoft Office 365, Microsoft Sharepoint, Azure DevOps Board, Slack, Trello, WordPress, HTML, CSS, Confluence, Camtasia, ChatGPT, Midjourney.

LANGUAGES

German – B2, English – C1, Russian – Native, French – A2, Portuguese – A1