

# Marnina Herrmann, PhD

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## Education

PhD – Technion (2015-2019)  
*Design & Organizational Psychology*

MSc – Technion (2009-2013)  
*Industrial Design*

BDes – York University (2005-2009)  
*Visual Communications*

## Skills

### Qualitative Research:

Interviews, focus groups, participatory design, design research, social media analysis, text analysis & coding

### Quantitative Research:

Experimental design, data collection and analysis, survey design, hierarchical linear modelling, regression analysis

### Additional Skills:

Presentation design, public speaking, marketing & content writing, photography

## Languages

English, Hebrew

## Experience

### **Lead Researcher & Strategist: Imprint-Social (2019-2020)**

Conducted user experience, consumer insight & growth research using a variety of methods including: digital ethnography, interviews, surveys, etc.

Used design methods, (such as user personas, visual storytelling & journey maps), to transform customer pain points and research insights into marketing and product strategy.

Lead ideation and brainstorming sessions with the marketing team to develop marketing messaging, product strategy and project KPIs.

Developed design strategy and corporate branding for client accounts.

Managed Imprint's in-house design studio.

### **Lecturer: Technion (2020)**

Teaching a professional course on *Design Thinking* at Technion's School of Continuing Education to professionals from a variety of backgrounds.

### **Project Manager: Multicultural Teams Project (2017-2019)**

Project manager for a global initiative run through Technion's MBA program that introduced students to working in virtual teams. Assisted with building the project curriculum, guiding students, grading assignments and building the project platform.

Developed a research agenda using the project data to investigate the impact of culture on psychological time perspectives.

### **Graphic Designer: Viora Medical (2013-2015)**

Marketing – new product development & product marketing, created marketing material for both B2B & B2C campaigns, oversaw marketing audits by regulatory bodies.

Graphic Design – managed company rebrand, product branding and packaging, design of marketing materials.

UX/UI – designed interfaces for medical devices and web applications, participated in usability and clinical testing of devices.

Corporate Communications – writing and design of company newsletter and other internal communications.