



# Helena Jes Starzak

## Information Studies student with experience in UX and marketing

I am currently a Master's student in Information Studies at Aalborg University in Copenhagen and have work experience in UX, marketing and various service industries. I am a curious person who loves to dabble in different areas and therefore call myself a constantly evolving generalist. I gain energy by socializing and can work in multidisciplinary- and international teams.

## Open to work

I am seeking a paid part-time job now in early 2024 simultaneously with my studies and internship. I would prefer to work 15-20 hours within 2-3 workdays weekly in Copenhagen and surrounding areas or remotely.

## Work experience

### Part-time UX Researcher intern at GAMUCATEX in CPH

Oct. 2023 - Currently. (8 hours weekly).

Jun. 2023 - Oct. 2023. (40 hours weekly).

13-week full-time internship in relation to my Master's degree.

- Planned and conducted research methods on participants.
- Transcribed, translated and analyzed data.
- Updated the Game Design team about user findings.
- Wrote reports with two other UX team members.
- Facilitated weekly team meetings.
- Communicated with event hosts for confirmation of testing booths.

### Part-time Marketing Assistant at Efuma ApS in Hvidovre

May 2022 - May 2023. (7-16 hours weekly).

- Content- and product writing.
- Analysing keywords.
- Website optimisation.
- Market research.
- I also helped out in the Warehouse.
  - Packed orders for clients.

### Part-time Marketing Automation Assistant at Impact Extend A/S in CPH

Nov. 2021 - May 2023. (7-15 hours weekly).

- Salesforce Marketing Cloud:
  - Newsletter emails in Emil Studio.
  - Landingpages in Cloudpage.
  - Create, move and delete data extensions.
- Designed onboarding guides.

### Full-time SEO Assistant Intern at Impact Extend A/S in CPH

Aug. 2021 - Oct. 2021. (37,5 hours weekly)

10-week internship in relation to my Bachelor's degree.

- Wrote advertorials in WordPress.
- Optimised blog posts to be more SEO-friendly.
- Analysed relevant keywords.
- Converted images to smaller sizes.
- Cleaned up duplicated pages.
- Created Asana templates for the team.



Copenhagen



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Born & raised in DK

## Educational skills

- User Research
- UX Design
- Design Thinking
- Data Analysis

## Trained skills

- UX Research
- Automation
- Marketing
- Retail

## Personality

- Observing
- Outgoing
- Guiding
- Initiative

## My values

- Cohesion
- Rationality
- Obligation
- Stability

## Profile colour

Green

### Part-time Sales Assistant at Ecigz in different areas of Zealand

Mar. 2020 – Dec. 2022. (4-25 hours weekly)

- Sold vaping products (electronic cigarettes).
- I had shifts alone in 14 shops.
- Created an internal communications platform via Wix.
- Wrote and designed onboarding guides in InDesign about; vaping, sales and service and also product knowledge.

### Full-time Sales Assistant Intern at Ecigz in different areas of Zealand

Jun. 2019 – Mar. 2020. (37 hours weekly)

8-month internship in relation to my AP degree.

- Gathered data and analysed the chain store.
- Sold vaping products (electronic cigarettes).
- Had shifts alone in many of the stores.

### Part-time Deli Assistant in Bilka One Stop at Ørestad

Oct. 2018 – Jun. 2019. (15 hours weekly)

- Food production.
- Customer service in the fish- and cheese section.
- Had morning- and evening shifts.

### Full-time Sales Assistant Trainee at Petworld in Hørsholm

Mar. 2017 - Aug. 2018. (37 hours weekly)

Internship in relation to retail education.

- Sold- and ordered products.
- Decorated the store.
- Trained new employees.

### Part-time Sales Assistant at Dampkældereren in CPH

Sep. 2015 - Mar. 2016. (15 hours weekly)

- Sold vaping products (electronic cigarettes).
- Received advanced product knowledge.
- Responsible for opening/closing the store.

### Part-time Sales Assistant at Din e-cigaret in CPH

Oct. 2014 - Aug. 2015. (15 hours weekly)

- Sold vaping products (electronic cigarettes).
- Guided and demonstrated the products.
- Responsible for opening/closing the store.

### Part-time Cleaning Assistant for Sjællands rengøring in KBH

Jan. 2013 - Apr. 2015. (12 hours weekly)

- Cleaned:
  - Retail stores and office departments.
- Alone- and independent shifts.

## Volunteer work experience

### Spare time voluntary CV and application designer

Apr. 2020 - Sep. 2022.

On rare occasions, I helped friends and acquaintances land their dream job by guiding them and designing their CVs and applications. I designed them in either Adobe InDesign or Canva.

### Part-time voluntary band merchandise sales girl

Mar. 2012 - Nov. 2013. (About 6 live show gigs)

- Sold T-shirts and demos.
- For the band The Vision Ablaze.
- At Lygten, Rust, Beta and PH Caféen.

## Information technology

### Microsoft programmes:

Word	Proficient
Outlook	Proficient
Powerpoint	Proficient
Teams	Proficient

### Prototype design:

Axure RP 10	Beginner
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### Adobe programmes:

Dreamweaver	Rusty
InDesign	Beginner
Photoshop	Limited

### Coding:

HTML	Mid-level
CSS	Mid-level
PHP	Rusty
MySQL database	Rusty

### Marketing:

Search Console	Beginner
Semrush	Beginner
Ahrefs	Beginner
Wordpress	Beginner
Wix	Beginner

### Salesforce:

Email Studio	Beginner
Cloudpage	Beginner
Data extensions	Beginner
Journey Builder	Beginner




### Communication:

Discord	Proficient
Slack	Proficient
Zoom	Proficient

### Project management:

Click-Up	Proficient
Trello	Proficient
Jira	Proficient

## Languages

	Danish	Native
	English	Fluent
	Romanian	Limited

## Education

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### Information Studies, Masters (MSc)

Sep. 2022 - Currently:

Aalborg University in Copenhagen.

The Master's programme is in English and focuses on designing, developing and evaluating IT systems. I have gained knowledge in data analysis, learning and motivation theory, psychology, user behaviour, UX- and UI design, stakeholder analysis, project management and research methods.

Elective: Design Thinking.

### Gap year:

Jan. 2022 - Sep. 2022:

I have had three jobs during my break from studying between my Bachelor and Masters. I have worked about two shifts each per week for Impact Extend A/S, Efuma ApS and Ecigz.

I have also learned the basics of the Romanian language.

\*I have graduated from all five educations below.

### Digital Concept Development, Top-up Bachelor (PBA)

Sep. 2020 - Jan. 2022:

Zealand, Academy of Technologies and Business in Køge.

Lectures in, for instance, concept development, value creation, UX design, biometrics, theory of science, project management, future design, low touch economy, service design, sustainable design, transformation design, SEO, WordPress and digital marketing.

### Commerce Management, Academy Profession (AP)

Sep. 2018 - Jun. 2020:

Zealand, Academy of Technologies and Business in Næstved.

Lectures include organization, marketing, logistics, communication, business law, sales and international trade.

Tools and knowledge within company management to guide in optimisation and give solutional ideas.

### Retail Assistant (trade school)

Jan. 2016 - Mar. 2016: EUS at NEXT in Høje Taastrup.

Mar. 2016 - Mar. 2017: Training centre at Lyngby Business College.

Okt. 2017 - Jun. 2018: Odder Business College.

Lectures in sales and service, marketing, store decoration, company management and It.

Attended Lyngby Business College while searching for an internship.

Attended Odder Business College in between being a trainee at Petworld.

### High School

Jan. 2012 - Dec. 2015

Det frie Gymnasium in Nørrebro.

The mandatory subjects and five extracurricular subjects;

Business Economics C, Drama C, Political and Social Studies B, Religion B and Spanish B.

### Web integration (trade school)

Aug. 2009 - Feb. 2010: Copenhagen technical school.

Mar. 2010 - Oct. 2011: Roskilde technical school.

Frontend (HTML & CSS) and backend (PHP & MySQL).

Web development, database, product development, production, service, online trading and photo editing.

## Courses

Aug.- Currently: Improv theatre at Improv Comedy Copenhagen.  
Every Monday from 7 to 9 PM.

May 2023: Adobe InDesign for beginners at FOF Fiolstræde.  
2 days.

Jan-Mar. 2023: Graphic facilitation level 1 & 2 at FOF Nørregade.  
3 days.

Feb. 2023: Content Marketing online at HubSpot Academy.  
1 month

Dec. 2022: R fundamentals online at W3Schools.com.  
2 days.

Apr. 2022: Google Analytics for beginners online.  
1 day.

Sep. 2017: Trends & Directions in Hamborg.  
3 days.

Feb. 2017: Adobe Photoshop for beginners at FOF Fiolstræde.  
5 days.

Apr. 2016: Webdesign in WordPress intro at FOF Tårnby.  
5 days.

## Spare time

- Social with friends.
- Film enthusiast.
- See live concerts.
- Join courses.
- Gym classes.

## More info

- Born in 1992.
- I live with three people and three cats.