

Uliana Rybina

rybinaulianaa@gmail.com | rybinauliana.com | Maastricht, the Netherlands and remote work

LINKS

Personal Website: [Portfolio - rybinauliana.com](#)

LinkedIn: [Work connections - Uliana Rybina](#)

Instagram: [Social Media - Uliana Rybina](#)

SKILLS

HARD SKILLS

- Product-, Web-, App-, Market- analytics; Google Analytics
- R & Java
- Brand & Product Management
- Social & Digital Media Marketing; Content creation
- A/B Testing; CJM & JtBD
- UI/UX Design
- HTML & CSS & Basic JavaScript
- Google/Microsoft Office
- Adobe Creative Suite; Figma; Procreate
- Motion Design in Cinema 4D & After Effects

SOFT SKILLS

Languages

- English C1 & Russian C2 & German B1 & Dutch A2

Interpersonal Skills

- Leadership & Negotiation & Conflict management
- Team-working & Adaptation & Time-management
- Visual Communications & Design thinking
- Data-driven decision making & Critical and Analytical thinking

ONLINE EDUCATION

Professions

- GeekBrains: Product Analyst
- GeekBrains: Social Media Manager
- XYZ School: Motion Designer
- Coursera: Data analyst
- Mosh Academy: Web-developer (HTML & CSS)

PROJECTS RESEARCH COURSES

WEB DEVELOPMENT | INDIVIDUAL CREATOR

Built personal website using HTML5, CSS, and JavaScript, and implemented Google Analytics System.

AI PROJECT | TEAM RESEARCHER

Subject of the research conducted together with Lily Heisig: "Who holds authorship of AI art?". We investigated the issue from technological, philosophical and legal perspectives.

EDUCATION

SCHOOL 'ALGORITHM'

A-LEVEL AND NATIONAL DIPLOMA

Mathematics, Chemistry, Biology

Grades: A*A*A (on F-A* scale)

National examination:

Honors Diploma with Golden Medal

MAASTRICHT UNIVERSITY

BS OF SCIENCES (IN PROGRESS)

2021-2024 | Maastricht, NE

Faculty of Science and Engineering

Current GPA: 8.09 / 10

Major: **Complex Cognition and Data Science**

Extensive elective coursework in Negotiation and Business.

1st semester:

Business Administration • Psychology • Fundamental Neuroanatomy • Science & Reason • Academic Skills I II

2nd semester:

Computer Science • Cognitive Psychology • Calculus II • Linear Algebra • Research Methods I II

WORK EXPERIENCE

GEEKZ | SOCIAL MEDIA MANAGER

- Supervised 4 content-managers, and coordinated content creation process for Instagram, VK, Meta, TikTok, Yandex Zen.
- Analyzed target audience and competitors in social networks.
- Participated in marketing strategy developing in end-to-end analytics.

GEEKZ | COMMUNITY MANAGER

- Created a motivational system 'GeekZ Coin' to engage students in learning process.
- Helped students to cope with stress and anxiety.
- Launched GeekZ merchandise and Christmas presents. Was responsible for negotiation, and logistics.

HOBBIES

Tech Interests

• Computer Science • UI/UX Design • Visual Communication • Human computer Interaction • AI

Social Interests

• Subliminal Perception • Human Reasoning • Board Computer Games • Sport • Cooking • Commercials