

# KAROLINA KARASKOVA

+44 7818653693, [k.karaskova21@gmail.com](mailto:k.karaskova21@gmail.com)

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## EDUCATION

- 2020-2021**      **Imperial College Business School**      **United Kingdom**  
*MSc Innovation, Entrepreneurship & Management*  
*Core Modules: Design Thinking for Innovation, Strategic Management, Business Models and Intellectual Property, Entrepreneurship, Venture Capital and Growth Finance, Technology and Innovation Management, Business Economics*
- 2017-2020**      **Middlesex University**      **United Kingdom**  
*BA Business Management (Marketing) 1<sup>st</sup> Class Honours*

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## WORK EXPERIENCE

- 10/22**      **EXPERIENCELAB**      **United Kingdom**  
**Service Designer** (Full-time)
  - Using qualitative and quantitative insights to explore, evaluate and iterate the service design solutions
  - Working with research insight from our insights team to identify and craft meaningful service solutions
  - Applying various methods, design techniques and deliverables, such as service blueprints, user/customer journey maps, visualization and concept design
- 10/22**      **ERNST & YOUNG LIMITED**  
**External Contractor - Experience Designer** (Part-time)
- 10/21-10/22**      **ERNST & YOUNG LIMITED**      **Czech Republic**  
**Experience Designer**
  - Part of a fast-growing team working on a wide range of projects such as business acceleration, transformation and discovering new opportunities
  - Create and deliver the content of workshops which both constitutes content and visual components
  - Communicate complex technical concepts simply and effectively to all audiences using sketches, storytelling, mood boards/storyboards, wireframes, user flows and interactive prototypes
- 08/21-09/21**      **KPMG**      **Czech Republic**  
**Associate**
  - Part of the Cybersecurity & Technology team focusing on innovation within the banking sector
  - Run analysis to support optimisation of back-offices to one of Czech's largest banks, regular on-site meetings
- 06/21-10/21**      **INVESTORIES.CO**      **Switzerland/United Kingdom**  
**Business Analyst Internship**
  - Contributed to business plan for Swiss fintech/education start-up launching retail investment app
  - Conducted quantitative research following design thinking process to strengthen cores value of start-up
- 09/19- 06/20**      **MIDDLESEX UNIVERSITY**      **United Kingdom**  
**Student Learning Assistant**
  - Developed new practical teaching approaches to increase student engagement in classes of 20+
  - Co-taught two core modules: *Business Environment Analysis* and *Human Resource Management*
- 10/19- 05/20**      **ADVANTECH SURGICAL LTD.**      **United Kingdom**  
**E-Marketing and Social Media Internship**
  - Collaborated with Marketing Manager to plan short and long-term marketing strategies for Advantech Surgical and three external aesthetic studios
  - Managed and monitored weekly updates across websites and social media channels
- 09/17- 05/18**      **AUTO VETERAN COMPANY**      **Czech Republic**  
**Graphic Design Internship**
  - Researched and constructed historical profiles of veteran cars
  - Designed promotion material for Bonham auction in Paris in 2018

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## ELECTIVE LEADERSHIP AND EXTRACURRICULAR CONSULTING ACTIVITIES

- 2021**      **CONSULTING FOR MESTRAE**      **United Kingdom/Malaysia**
  - Worked with two colleagues on developing a back-to-market strategy for Malaysian enterprise to overcome consequences associated with Covid-19 restrictions

<b>2020</b>	<b>STUDENT ACADEMIC LEADER, IMPERIAL COLLEGE</b>	<b>United Kingdom</b>
	<ul style="list-style-type: none"><li>Elected by students and academic panel to maintain high standards and enhance academic and administrative delivery of MSc IEM at Imperial College</li></ul>	
<b>2019-2020</b>	<b>PRESIDENT OF ENTREPRENEUR SOCIETY, MIDDLESEX UNIVERSITY</b>	<b>United Kingdom</b>
	<ul style="list-style-type: none"><li>Tripled number of members to 150, introduced regular workshops and events with guest speakers, closely collaborating with university management team and Richmond University</li></ul>	
<b>2019-2020</b>	<b>WOMEN'S TENNIS CAPTAIN</b>	<b>United Kingdom</b>
	<ul style="list-style-type: none"><li>Led women's tennis team of 20+ players, achieving 2nd place in university league</li></ul>	

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#### ADDITIONAL SKILLS

**IT SKILLS** Microsoft Office, Apple iWork, Mural, Miro, Figma, Adobe Programs, Procreate SQL (basics)  
**LANGUAGES** Czech (native), English (fluent), Spanish (beginner)

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#### EXTRA CURRICULAR ACTIVITIES

- UX/UI, Graphic Design and Photography, Tennis, CrossFit, Volunteering abroad