

HIGHLIGHTS

- Applying behavioural insights to business, product design, and marketing.
- Speaker at Freelance Business for Marketing and Sales in April 2021.
- Currently preparing to run an fmri study as a Head of Science at Joyspot.
- Granted an Award for extraordinary achievement in research during my studies.

CURRENT POSITION 2021

Head of Science

Joyspot, Brno Technology Accelerator, semi-remote

Applying behavioural research into our latest startup projects. My responsibilities involve marketing strategies, user profiling, nudges, and gamification. Cooperating with CEITEC labs and Masaryk University, we focus on social impact and fintech projects.

At the moment, I am running a nation-wide campaign with Ogilvy Czech. My position is to provide insights from behavioural science and design research to gain data in real time.

Behavioural Design Consultant

various clients

Visual and content marketing based on research in the fields of Psychology and Anthropology. Providing customer-centric brand to move closer to their clients, attract their attention, win their loyalty, and offer them unique experience. Visit my portfolio to learn more: www.kamila-portfolio.com

 Explore my full bio on LinkedIn: [Kamila Zahradnickova](#)

 Read personal recommendations on [LinkedIn](#) and [Freelancing](#).

PREVIOUS PROJECTS SELECTION

- First-stage standardization of methods for assessment and development centres in compliance with BSP. 12 licenses purchased by the VW Group by the first week of trials.
- Visual identity for LPG e-Congress (BE, online).
- Service design for Artegiani (IT), involving business strategy and user testing.




EDUCATION

Bc. et Bc. Psychology, Social Anthropology

09/2018 - 06/2021 Masaryk University, CZ

My academic background covers two separate degrees.

Focusing on research of the human mind, I was awarded with a scholarship Masaryk University Stipends 2A: Awards for extraordinary achievements, for conducting research in cognitive psychology.

 Program admit rate: less than 8%.
Prestigious placement at Queen's University Belfast, UK.
Awards for extraordinary achievements in 2020.

PAID INTERNSHIPS

YOUTHACTION NI RESEARCH HUB (UK)

Trying to find solutions for post-conflict identity crisis, my responsibility was to design initiatives to bring academical findings into real life practice.

EUROPEAN PARLIAMENT (BE)

Off-cycle prestigious internship. I was given the responsibility to prepare amendments for the European Globalization Adjustment Fund at the final week of my internship.

CERTIFICATES & TRAININGS

Language certificates:

English C2
French B2
Spanish B2
German B1
Czech native

Certified training:

Behavioural Interview
Crisis Intervention
Assessment and Development Centres: Design
Facilitation Deep Dive
Service Design Doing: Essentials

CONTACT ME

www.kamila-portfolio.com | kamila@kamila-portfolio.com