



PROFILE

Canadian and Brazilian citizen, and Swiss B visa holder (permanent work permit).

"When you mix Maple syrup and Carnival, you get an adaptable and highly motivated person - that is how I present myself in my personal and professional life."

CONTACT ME

ADDRESS

Bächlerstrasse 40, 8046 Zürich

PHONE

+41 76 778 53 95

EMAIL

marina.bruegger.lp@gmail.com

PORTFOLIO

[Link](#)

LINKEDIN

[Link](#)





HARD SKILLS

- Miro
- Canva
- Figma
- Adobe Acrobat Pro
- MS Office
- Asana, Slack, Float

SOFT SKILLS

- Design Thinking
- Customer Centricity
- Strategic Innovation
- Adaptability
- Empathy
- Collaboration
- Teamwork

LANGUAGES

-  English > Native Language
-  Portuguese > Native Language
-  Spanish > Intermediate Level
-  German > Basic Level

MARINA BRÜGGER

BA HOCHSCHULE LUZERN/FHZ

EXPERIENCE

JUNIOR INNOVATION CONSULTANT

Innovation Consulting (internship)

Creative Dock / Spark Works (Zurich, CH)
November 2022 – May 2023



- Helped organizations bring bold ideas to life through products, services, and practices grounded in Human-centred & UX Design.
- Discovered users' underlying needs and drivers through diverse methods of research. Communicated in-depth studies of the target market into feasible, unexplored concepts.
- Participated in prototype creation and conducted user tests.
- Documented and analyzed gathered data to create relevant pitch decks and reports for clients.
- Engaged users and stakeholders in the ecosystem to generate accurate data about the feasibility and desirability of the proposed concept.

DIGITAL BUSINESS TRANSFORMATION

Innovation Management (working student)

Victorinox (Ibach, CH)

October 2021 – April 2022



- Involved in innovative and transformative projects focused on internal and external changes.
- Supported workshops with the company's key stakeholders.
- Created detailed customer journey maps from the company and its competitors to better understand the competition and the best point of entry.
- Learned how to address and communicate changes in a corporate environment adequately.

PRODUCT OPERATIONS COORDINATOR

Travel Gear (internship)

Victorinox (Ibach, CH)

April 2021 – October 2021



- Conducted market research for competition analysis.
- Created and managed various presentations (for designers and product managers).
- Participated in the photoshoot of prototypes.
- Collaborated in the creation of backpack's theme selection.
- Designed and helped create pitch decks for new travel gear lines.

GERMAN LESSONS

May 1st 2023 – Present

- Received private German language lessons from Melanie Voser.
- Developed German language skills through personalized instruction, focusing on grammar, conversation, and vocabulary; through independent study using online resources, language apps, and immersion experiences, resulting in an A2 level of German proficiency.

HOBBIES

- **Hiking** - A new passion discovered in Switzerland; it allows me to know the country better and create memories with family and friends.
- **Water Polo** - I played at Mavericks Water Polo Club in Toronto for many years, where I learned about team playing and relying on my peers.
- **Yoga** - I did gymnastics from a young age and became passionate about yoga later in life; it teaches about "mind over matter," which is helpful in all areas of life.
- **Traveling** - Traveling is one of my biggest passions, as it broadens horizons, fosters cultural understanding, and cultivates adaptability, all essential skills in today's interconnected world. Most recently, from the end of April 2023 to Mid June 2023, I traveled to Brazil after six years away.

DMSA (CO-LEAD) STUDENT ASSOCIATION

Co-lead on the student council of DMI at Lucerne University of Applied Sciences and Arts. To provide a better student experience for all years, I facilitated, supported, coordinated, developed, promoted, and conducted various extracurricular programs for student activities and events.

REFERENCES

NICHOLAS AMTHOR
Creative Dock (Zurich, CH)

CONNY HENRY
Victorinox - Travel Gear (Ibach, CH)

GUILLERMINA NOEL
Head of DMI Programme (Luzern, CH)

More information upon request.

PROJECT MANAGER

Praxedes Design (Luzern, CH)
April 2020 – September 2020



- Was in charge of the Interior architect designer's schedule.
- Got in touch with clients for meetings.
- Was the point of contact with suppliers.
- Responsible for keeping track of time-plan and all individuals involved aware of the timeline and project development.

MARKETING & DIGITAL DESIGN ASSISTANT

Alcorn Home (Toronto, CA)
January 2018 – September 2019



- Learned new design techniques and improved the existing ones.
- Used current trends to ensure the success of projects created from an advertisement and Marketing perspective.
- Supported event planning and organization of product launches.

STORE MANAGER

Dynamite Store (Toronto, CA)
May 2018 – September 2019



- Managed a group of 20 individuals.
- Reached daily goals and was responsible for diverse and extensive legal responsibilities.
- Developed proactive organizational skills and a good sense of leadership.

EDUCATION

BACHELOR IN DESIGN MANAGEMENT

Human-centered design & innovation management

Lucerne University of Applied Science (Lucerne, CH)
September 2019 – July 2022



- Gained the proficiency to understand the system, visualize and communicate its complexity in an understandable way for all people.
- Learned how to conduct detailed and thorough research projects.
- Worked closely with companies gathering quantitative and qualitative data to complete projects and propose solutions (i.e., Victorinox, Schindler, Velafrica, Kahawa, amongst others).

BUSINESS ADMINISTRATION - MARKETING

Seneca College (Toronto, CA)
January 2016 - September 2018



- Gained knowledge about the principles of administrative management, human relations theory, and Marketing strategies, among other theories.