



HELENA BLAŽINČIĆ

[linkedin.com/in/helenablazincic](https://www.linkedin.com/in/helenablazincic)

Curious, persistent, and innovative **healthcare enthusiast**. Educational background in **nursing, UX, digital health, and innovation**. 7+ years of working experience in **digital product and service design and project management** within **healthcare and pharma**. **Helpful & effective** communicator **enjoying in motivating team members**. Striving to be part of the team that empowers healthcare and brings benefits to the patients.

WORK EXPERIENCE

Senior Project Manager

Vertic / Copenhagen, Denmark

SEP 2020. - FEB 2022.

Visiting Entrepreneur

Erasmus / Copenhagen, Denmark

JUNE 2019. - AUGUST 2020.

Senior Digital Analyst

A1 Hrvatska d.o.o / Zagreb, Croatia

MAY 2018. - JUNE 2019.

Product Manager and UX

OptimizeRx / NJ, USA

JUNE 2015. - MAY 2018.

ACCOMPLISHMENTS

- Creating project timelines, maintaining, and prioritizing backlogs, monitoring project resource allocation and project costs, running dev standups and on-going risk management support to AM/PM
- Managing 20+ strategic projects for big pharma companies
- Localization of projects across 10+ markets: USA, Canada, EMEA and APAC regions
- Visiting entrepreneur in two Danish health-tech startups (Criterion AI & Waivers) as part of the master education through Erasmus for Young Entrepreneurs program
- Conceptualized and executed internal digital transformation strategy plan for year 2019 for company with 2000+ employees
- UX lead for chronic conditions self-management programs delivered via SMS (diabetes, cardiovascular & rare diseases)
- Designed 15+ two-way SMS patient engagement programs with 85% therapy compliance success rates and decrease of costs for approximately \$140 per patient per month
- In charge of stakeholder management and communication with project sponsors, development teams and agencies

EDUCATION

Profession Degree, UX/UI

2022. @ KEA Copenhagen / Denmark

MA, Digital Health

2018. - 2021. @ Savonia UAS / Finland

MA, Healthcare Management

2013. - 2017. @ University of Maribor / Slovenia

BSc, Nursing

2009. - 2013. @ Zagreb UAHS / Croatia

PROFESSIONAL SKILLS

- Project and stakeholder management
- Product and service development operations
- Team leadership
- UX experience/strategy
- Creative writing
- *Figma (good), Adobe XD (basic) MySQL (basic)*

Danish	●	●	●	●	●	●	Beginner
Croatian	●	●	●	●	●	●	Native
English	●	●	●	●	●	●	Fluent
Spanish	●	●	●	●	●	●	Intermediate
Slovene	●	●	●	●	●	●	Fluent

MY FREE TIME



CURRENTLY...

- Using free time to polish up new UX/UI skills
- Upgrading knowledge within digital product and service development within healthcare

VOLUNTEERING

Support Group Facilitator

Kræftens Bekæmpelse
(Oct 2021. - ONGOING)

Community Volunteer

Sct. Joseph Seniorcentret Copenhagen
(Jan 2020. - ONGOING)

President of NGO

Klub Alpach Hrvatska / Club Alpach Croatia
(Feb 2018. - Dec 2022.)

Community volunteer

Krugovi Counseling Center for vulnerable groups
(Jan 2016. - May 2019.)

HONORS & AWARDS

Scholarships of the European Forum Alpach Foundation

Austria
(YEARS OF 2017., 2018. & 2019.)

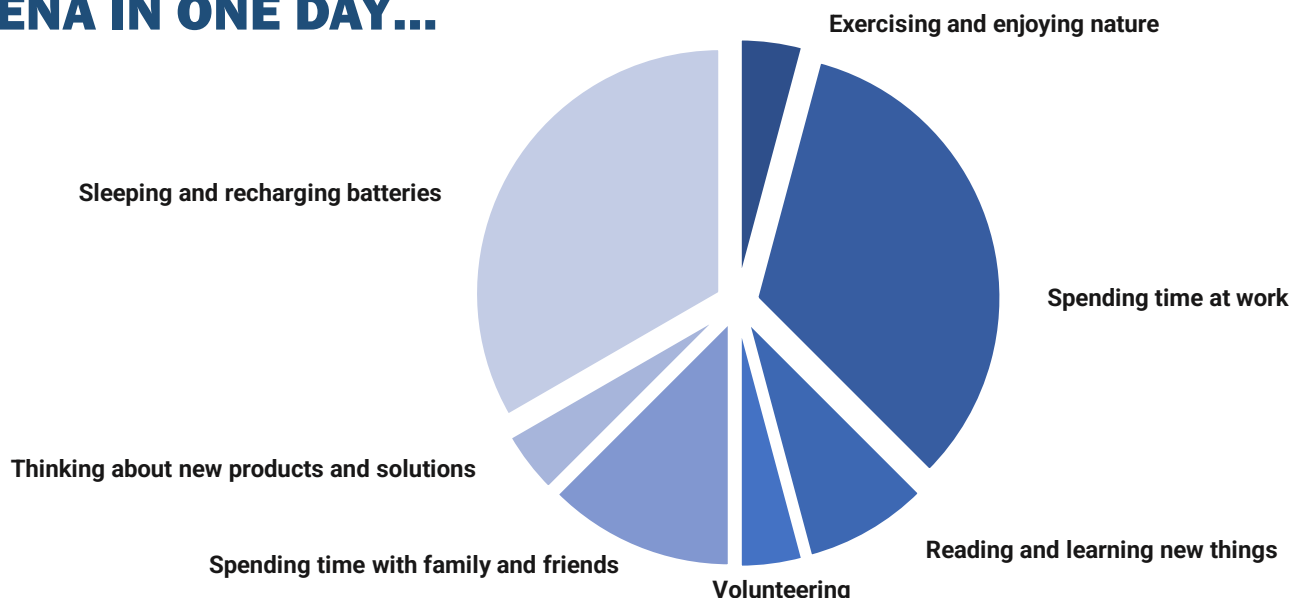
Alpach Summer School of European Health Care and Social Systems in Transition

Austria
(2016.)

MORE SPECIFIC TRAITS

- A nurse who is also user centered strategic thinker, skilled in medical writing and referencing
- Constantly thriving to tackle challenges of chronic patients
- Thorough understanding of healthcare and how digital solutions and data can be effectively utilized
- Good understanding HIPAA (USA), European Medical Directive and CE Marking approval process

HELENA IN ONE DAY...



PUBLICATIONS

Digital transformation of mental health care: case study of virtual mental health clinic

(Savonia UAS, 2022.)

Eating habits and socio-economic status can affect the health of the student population

(UNIMB, Faculty of Health Sciences, 2017.)

Designing a questionnaire for UX evaluation

(UNIMB, Faculty of Health Sciences, 2015.)

Risk assessment of the development of type 2 diabetes mellitus based on predictive models

(UNIMB, Faculty of Health Sciences, 2015.)

REFERENCES

Prof. Dr. Gregor Štiglic

Associate Professor and Head of Research Institute at Faculty of Health Sciences
GREGOR.STIGLIC@UM.SI

Serge Loncar

Head of Patient Engagement Programs at OptimizeRx
SERGE.LONCAR@OPTIMIZERX.COM

Ivana Mandušić Hrupački

Digital Transformation Program Manager at A1 Hrvatska – Telekom Austria Group
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