

VERONIKA MAREK, PhD

Technical project manager: from design to implementation

Curious, multilingual and focused on tangible results, I transform the cutting-edge technologies into innovative and marketable products and services.

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Professional experience

L'Oréal, Research & Innovation; Paris, France 2019 - today

Project Lead & Scientist, Augmented Beauty metier, Devices & Algorithms department

- Enabled development and world-wide deployment of innovative digital skin diagnostics instrument resulted in 50% unit sales and 50% conversion rate increases: provided technical leadership, organized and carried out research studies, extensively collaborated with marketing teams.
- Initiated a pathfinder project to develop a new photobiomodulation device: proposed an original concept based on recent scientific findings, ensured the alignment with the business strategy and consumer interest, established and coordinated a multidisciplinary team, designed the proof-of-concept studies.
- Kept a close techno-watch that allowed to identify new partners in academia and industry.
- Represented L'Oréal at business and technical events; worked at talent forums and career fairs.

Essilor International, Research & Development; Paris, France 2015 – 2018

Photobiology Scientist, Light & Life Science department (in collaboration with Vision Institute)

- Managed a comprehensive research project that opened new business opportunities in the domain of photophobia and ocular pain: developed the phototoxic models, conducted *in vitro* and *in vivo* experiments, communicated results in peer-reviewed journals and at international scientific conferences.
- As industry and medical science liaison, ensured collaboration between Essilor and the academic laboratory; directed research projects of Master students.

Research Intern, Disruptive R&D department (in collaboration with Ophthalmological Hospital)

- Carried out a pilot clinical study on spectral characteristics of photosensitivity that helped to identify a new promising customer segment.

Ecole Polytechnique Fédérale de Lausanne (EPFL); Lausanne, Switzerland 2014

Research Intern, Laboratory of Biomedical Optics

- Advanced the quantitative phase imaging of living cells (performed experiments and data analysis).

Saint-Petersburg State University; Saint-Petersburg, Russia 2009 – 2011

Webmaster / Electronic Communications, Faculty of Physics

- Enhanced the website of the Faculty of Physics through content management and design; published a digital news magazine.

Education

Sorbonne Université (UPMC, Institut de la Vision); Paris, France 2015 – 2018

Doctor of Philosophy (photobiology, neuroscience, ophthalmology)

Impact of blue light on the ocular surface and nociception; 3 first-authored papers

Université Paris Descartes – Télécom ParisTech; Paris, France 2014 – 2015

Master of Science in Biomedical Engineering; Major: Bioimaging

Ecole Polytechnique (leading Graduate School of Science and Engineering); Paris, France 2011 – 2015

Engineer's degree (Promotion X-2011); Major: Interface biology

Faculty of Physics, Saint-Petersburg State University; Saint-Petersburg, Russia 2007 – 2011

Bachelor of Science in Applied Physics and Mathematics; Major: Quantum optics

Languages: French (fluent), English (fluent), Russian (native speaker), German (intermediate)

Computer skills: R, GraphPad Prism, ImageJ, Python, MATLAB

Other activities

Musical lycee (1995 – 2005): singing, piano, participation in philharmonic concerts

L'Oréal ambassador (since 2020): <https://www.myjobglasses.com/professionals/5f589c406a038a315264f0db>

Hobbies: travel, acrobatics, roller-skating, skiing, hiking, art, smartphone photography