

Evan Palmejar

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PROFESSIONAL EXPERIENCE

Product & Service Designer

Enefit · Tallinn, Estonia

Jul – Sep 2025 · Project-Based

- Diagnosed customer onboarding friction through behavioral analytics, call-centre shadowing, and end-to-end journey mapping; surfaced three high-impact service gaps driving excess support costs.
- Designed and tested AI-assisted self-service flows using Figma and Lovable, iterating on user feedback to deliver a measurable reduction in projected support volume.
- Developed customer segmentation model incorporating energy consumption behaviour and smart-asset adoption to enable personalised plan recommendations.
- Synthesised Power BI data with qualitative research to build stakeholder-ready business cases, securing alignment on a digital transformation roadmap.

Senior Analyst & Product Strategist

Thetius · London, UK (Remote)

May 2023 – Dec 2024

- Owned product and content strategy for a subscription intelligence portfolio estimated to generate US\$700K+ annualised operating profit.
- Drove 63% YoY growth in product subscriptions by developing targeted marketing assets and refining value propositions for Fortune 500 maritime clients.
- Authored 50+ executive research and intelligence reports covering digital transformation, innovation, and sustainability for C-suite decision-makers.
- Coached and mentored analyst team through structured development programmes, improving research quality and client service delivery.

Data Analyst & Product Developer

Thetius · London, UK (Remote)

Sep 2021 – May 2023

- Conceived, scoped, and launched three net-new intelligence products — competitive benchmarking, investment due diligence, and market landscape tools — using human-centred product methodology.
- Built bespoke data-driven models and analytical frameworks for clients assessing commercial and technology risks in maritime technology investments.
- Automated analytical workflows using Python and SQL; designed Tableau and Figma dashboards that transformed complex datasets into executive-ready insights.

Venture Capital Investment Analyst

Cento Ventures · Singapore (Remote)

Jul – Oct 2022

- Managed the firm's deal-flow knowledge base by processing and validating 500+ VC transactions across Southeast Asia.
- Conducted market landscape analysis to map valuation and funding trends in the Southeast Asian technology ecosystem, supporting Series A due diligence.
- Applied structured analytical frameworks to synthesise quantitative and qualitative data into clear investment recommendations.

Marine Engineer

Laurin Maritime · Manila & Gothenburg

May 2015 – Jun 2021

- Managed maintenance and operation of critical machinery aboard oceangoing oil and chemical tankers across international voyages.
- Responsible for the systematic collection, documentation, and reporting of ship operational data and environmentally sensitive operations.
- Developed strong systems-thinking, operational rigour, and cross-cultural collaboration skills working within multinational crews.

EDUCATION

Erasmus Mundus Joint Master's in Service Design Strategies & Innovations

University of Lapland · Estonian Academy of Arts · Art Academy of Latvia · Stockholm School of Economics Riga | Full Academic Scholarship

Bachelor of Science in Marine Engineering

Maritime Academy of Asia and the Pacific | Academic Scholarship

CORE COMPETENCIES

Analytics

Data Analytics · Power BI · Tableau · Python · SQL · Mixed-Method Research · Quantitative Analysis · Statistical Persona Building · Executive Reporting · KPI Development

Design

Service Design · Human-Centred Design · UX/UI Design · Figma · Service Blueprinting · Customer Journey Mapping · User Research · Prototyping · Workshop Facilitation · Miro · Maze

Strategy

Strategic Planning · Business Development · Product Management · Operating Model Design · Stakeholder Engagement · Value Proposition Design · Digital Transformation · Go-to-Market Strategy · Commercial Strategy