

Petri Jääskeläinen

Phone +358 (0)40 5043635 • E-MAIL petrijaask@protonmail.com

Homepage: www.petrijaaskelainen.com

Linkedin: <https://www.linkedin.com/in/petrijaaskelainen>

SUMMARY

I have 11+ years of experience designing Visual/UX for mobile touch and non-touch screens as well as desktop interfaces. As a part of many user experience design teams I have worked both on leading and supporting roles related to Visual/UX designs as well as marketing presentations.

I have strong experience on working with and leading Visual/UX projects for multi-million IT projects. Most of the successful companies I have worked for are Polar Electro, Digia, Ixonos and Tieto.

I have also strong experience working with startups and my Visual/UX designs can be seen in companies like Singon (Playstation3 Game), Repmax (Personal coach app), Fox In The Box (Sport testing app) and SpinPeaks (Smart interval timer app). My freetime hobbies are Photography, Music, Dogs and Video Games.

EDUCATION

Bachelor of Engineering (B.Eng.), 2001 - 2005
Oulu University of Applied Sciences School of Engineering
(Embedded systems, Multimedia and 3D modeling).

Vocational School 1998 - 2000
Technical Media Assistant Degree (Web Design, Autocad and Graphics).

Pohjois-Pohjanmaan Summer University 1998
Contemporary Fine Arts.

SKILLS

User Experience, User Interface, Mobile Applications, Graphics, User Interface Design, User Experience Design, Graphic Design, Interaction Design, Visual Design, User-centered Design, Service Design, Mobile Devices, Mobile Design Layout, iOS, Usability, Usability Engineering, Concept Design, Wire Framing, Concept Development, Tablets, Photoshop, Web Design, Usability Testing, Android, Playstation 3 Game Design, Visual/UX prototypes, Workshops

EXPERIENCE

Visual & UX Designer at Freelance / Fixed-Term contract

Jun 2016 - Present

- Freelance work for startups
- <https://dribbble.com/Petrijaask>
- Karaokegame.com
- Lead Designer
- UX and Sound Design
- Freelance work for corporate identity (logo design).
- Customers like: Omega-Keittiot, Asiakirjakauppa etc.

Senior UX Designer at Tieto

November 2014 - July 2016 (1 year 9 months)

- Nordea Codes app - Visual design.
- Tieto e-banking native Android and iOS applications
Lead UX Designer.
- Varma mobile application UX Designer.

Freelance Visual & UX Designer at Self-Employed

January 2010 - May 2016 (6 years 5 months)

- 2015 - 2016: SelQee (Repmax). Visual & UX Design.
- 2015: SpinPeaks. Visual & UX Design.
- 2015: TopSpot Move (Fox In The Box). Visual & UX Design.
- In 2013, while working at Singon, I had a key role in concepting and designing new karaoke gameplay for Playstation and mobile.
I was also responsible for the new visual branding of Singon.
- 2011 - 2012: Freelance work for corporate identity, mobile ux, web, logo and print design. Customers like: Vuole, klvl etc.
- 2010 - 2011: Linux Seminar and Photography (shooting for the press, example: dog magazines).

Lead Designer of New innovations, R&D team (fixed-term contract) at SingOn Ltd

February 2014 - May 2014 (4 months)

- I continue my design and concept story that I have created earlier
(see my freelancer work in 2013).

- I've conceptualized and created a new karaoke gameplay for Playstation and mobile.
- Lead design responsibility for all platforms (Playstation and Mobile).
- Responsible for the new visual branding of Singon.
- Participated in all the phases of the Singon projects life cycles: concepts, testing and marketing materials.

Lead Graphic Designer (fixed-term contract) at Polar Electro Oy

November 2011 - November 2013 (2 years)

I've successfully conceptualized and created a new visual style to Polar Electro. During my time in Polar, mobile application design reached a new level. The first product that used my style guide was the Polar Beat iOS mobile application. It had many successful reviews i.e.: Mikrobitti, DC rainmaker and so on. Polar Team (iPad application), Polar GoFit (iPad application), Polar Beat Android and Polar V650 (GPS bike computer) followed my style guide. Also you can see some of the Beat style guide elements in a new Polar Flow mobile application and Polar Flow web.

- Lead visual responsibility for new products on different platforms for user interface (created Polar unique visual style guide).
- Visual lead: Mobile applications.
- Participated in all the phases of the mobile project life cycles: concepts, testing and marketing materials.
- End user research in London in collaboration with our subcontractor and concept future applications.
- Participated in designing Polar Loop (led visualisation) and Polar V800 GPS Sport watch (UI/Iconography).
- Tested and chose the right Asian fonts to the Polar V800 GPS Sport watch.

Senior Visual Designer, User Experience Design Services at Ixonos

June 2010 - October 2011 (1 year 5 months)

- Visual design: Mobile (iOS, Android, Symbian and S40), Tablet and Web.
- Concept and designed first 3D user interface in Meego Devices (Ixonos).
- I have been a part of every design cases (2010 – 2011).

Senior Graphic Designer at Digia Plc.

February 2010 - June 2010 (5 months)

- Graphic design: Mobile (Symbian and Android).

UI/Graphic Designer at Ixonos Plc.

October 2006 - February 2010 (3 years 5 months)

- UI/Interaction/Graphic design: Mobile (Symbian, Maemo, S40, iOS and Android) and Web.
- Technical help for marketing teams.
- Part Time Build-management, Test engineer and C++ Developer in S60 communication application project.

Technical Drawer/ Draftsman at Hammarin Sähkö Oy

2000 - 2000 (less than a year)

- Computer-aided design: Electrical plans and panel layouts (CAD).

HONORS**Smashing Magazine**

"Designing The Perfect Slider" - 2017

Nordea Codes App

Slush 2016:

"The best mobile service in Finland" - 2016

Singon - PlayStation®3 Game

"SingOn's selection is impressive, accessible via a clean and helpful client that lets you browse by decade, genre, pre-selected 'best-of' presets or slick alphabetical text searches." -dealspwn.com - 2014

Polar Beat - iOS App

Mikrobitti:

"Voittajan Valinta!/The winner's choice!" - 2013

Polar Beat - iOS App

dcrainmaker.com

"It's actually quite good, and is probably the most visually pleasing 'product' Polar has ever released." - 2013

dcrainmaker.com

"Well designed user interface that looks pretty, and the functions work easily"
- 2012

PATENTS

Method of providing feedback on performance of karaoke song

United States US 9064484 B1

System for monitoring physical activity

United States WO 2014207294 A1
