



Aksel Suokas

UX/UI & Product Designer

 suokasconsulting.fi

 Helsinki

KEY ACHIEVEMENTS

✦ App / ERP Enhancements

Designed solutions that were key enablers for scaling Truster's ERP/CRM processes and reducing processing times. Additionally, user retention and revenue increased through features implemented in the mobile app, such as upselling opportunities & UX flow optimizations.

✦ Design System Creation

Developed a design system for Truster, streamlining collaboration and the transition from design to development. This initiative reduced design times, simplified the codebase, and ensured consistency across both new and existing designs.

✦ Sales Funnel UX Redesign

Redesigned my client's sales funnel, resulting in increased conversions and a direct boost to profitability.

I design interfaces that do NOT make users want to throw their devices.

Over the past five years, I have delivered measurable results to my clients through high-quality, modern, and fresh design solutions - rooted not in guesswork but in data and research.

I am a UX Designer with a deep understanding of both design and development, ensuring I create not just visually appealing, but also highly functional and scalable digital services. I specialize in user-centered design, usability testing, and building seamless user experiences that drive real business impact.

My ability to bridge the gap between designers and developers allows for smoother collaboration and efficient execution of projects.

In addition to my professional skills, I'm passionate about riding motorcycles, playing video games, and spending time with friends - whether it's over a game of billiards, a round of badminton, or just a good time overall.

WORK EXPERIENCE

⚡ 02/2024 - Present • Truster.com - Laskutuspalvelu UX/UI & Product Designer

- Responsible for the UX/UI of Truster's mobile application, ERP, and website.
- Contributed to scaling the business from 6,000 to 35,000 users.
- Designed a feature that increased extra service requests, generating additional revenue.
- Developed a modular design system in Figma to streamline workflows.
- Redesigned ERP views, leading to improved processing efficiency.


⚡ 05/2019 - Present • Suokas Consulting UX/UI Consultant

- Designed and developed numerous digital experiences with a focus on user-centric design.
- Created and optimized Webflow sites to enhance usability and performance.
- Helped clients boost sales, including launching a webshop that received 800 orders in its first weekend.
- Streamlined a complex UX flow for electricity deal comparisons, significantly increasing conversions.
- etc....

Overall design experience: 5 years


UX/UI design	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Visual design	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Prototyping	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
User research	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Usability testing	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Design systems	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Process development	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Workshop facilitation	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
HTML & CSS	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
JavaScript	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Figma	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Webflow	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>

WORK EXPERIENCE


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06/2023 - 01/2024 • Finnish Customs

Web Services Specialist


- Contributed to the redesign of the Tulli brand and website.
 - Played a key role in enhancing UX processes and conducting user interviews.
 - Designed pages for the new Tulli website, leveraging existing data and AI tools.
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03/2022 - 04/2023 • Truster.com - laskutuspalvelu


UX/UI & Product Designer
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09/2020 - 07/2021 • Bambukeidas Oy

Art Director

- Played a key role in developing Bambukeidas' digital experience, driving growth in both the customer base and brand recognition through visual, technical, and analytical improvements.
 - As Art Director, ensured brand consistency across all channels, maintaining a unified visual identity.
 - Designed a variety of graphic elements for both digital and physical applications, including websites, newsletters, internal design templates, clothing packaging, and flyers.
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08/2020 - 11/2020 • Idea Markkinointi Oy

Design Consult
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03/2020 - 05/2020 • Kasvutoimisto Kidea Oy


UX/UI Design Trainee

Ongoing projects

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01/2025 - Present • Suomen Autokilpailutus Oy

UX/UI & Product Design Consult

- Crafted a comprehensive design system and language to ensure consistency across all platforms, improving collaboration between design and development teams.
 - Redefining and optimizing UX flows to enhance user experience, streamline interactions, and reduce friction throughout the user journey.
 - Focusing on conversion optimization by identifying pain points and implementing design solutions that increased user engagement and conversion rates.
 - Designing and optimizing the ERP/CRM system to improve usability, streamline processes, and enhance the overall efficiency for client management & internal workflows.
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02/2025 - Present • On-time Research Solutions Oy


UX/UI & Product Design Consult

- Engaged in deeper UX challenges, analyzing user journey bottlenecks and streamlining them for a more seamless experience.
 - Redesigned and simplified the campaign view and UX flows, reducing cognitive load and improving usability.
 - Played a key role in leading the refinement and acceleration of the design process, enabling more efficient iterations.
 - Developed and expanded On-time Research Solutions' design system in Figma, creating scalable and cohesive UI components.
 - Designed graphics and implemented sales-driven improvements on the website to support business objectives.

Past projects

[Can be found in my portfolio →](#)

OTHER

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Languages

Native Finnish

Professional English