



# TONI KAUPPILA

UX & Visual Designer

## Basic info

Date of birth  
1.1.1992

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+358 50 405 208

Portfolio  
[www.tonikauppila.com](http://www.tonikauppila.com)

## About me

My passion is to create things that look great and are easy to use.

I'm keen on creating user-centered and validated design with uncompromising attention to detail that goes hand in hand with consistent overall looks and feels.

In my spare time you can catch me photographing in nature, making music with my friends or hanging out with my girlfriend and dog, Sibelius.

## Education



**Bachelor of Business Administration**  
Haaga-Helia University of Applied Sciences  
Design, advertising and communications  
Thesis 5/5  
2015-2018



**Student Exchange**  
University of Saskatchewan  
Marketing and digital design  
2016

**Matriculation examination**  
Helsingin uusi yhteiskoulu  
2007-2010

## Work Experience



Kesko Oyj - K-Group  
2016 -

● **UX Designer**  
11/2018 -

UX and Visual Design for e-grocery store [K-Ruoka.fi](http://K-Ruoka.fi), data service [K-Ostokset](#), e-receipt service [K-Kuitit](#) and [K-Ruoka mobile app](#).

● **Specialist, Customer Relationship Marketing**  
1/2017 - 11/2018

Designing and developing marketing automation in agile project [K-Markkinointi](#), front end coding (e-mails and landing pages), communications and wide variety of design work from user interfaces to visual identities and animations.

● **Marketing Designer**  
1/2017 - 11/2018

Visual design, front end coding and designing targeted marketing for K-groups merchants and taking part in designing and developing new concepts for K-group's food chains and K-Auto's targeted marketing.



**Marketing Assistant**  
Fullsteam Agency Oy  
8-11/2015

Social media marketing, photography, bulletins, presentations, graphic design, translating texts from Finnish to English and common office tasks.



**Customer Service**  
EuroPark Finland Oy  
2013 - 2016

Challenging customer service, operating the cash machine, and maintenance in the parking garages.

## Languages

Finnish  
Native

English  
Full professional proficiency

Swedish  
Elementary proficiency

## References

Available on request

## Skills

UX Design

UX Research

UI Design

Visual Desing

Animation

Data visualization

Front end coding

Agile working methods

Design Thinking

Photography

Public speaking

Marketing automation

Creative writing

## Toolbox

Visual Design and Animation



UX & UI Design



## Courses



SaFe 4.5 - Leading SaFe  
Talentbase



Lean Service Creation  
Futurice



Customer Service course  
Mercury Finland