

# TONI KAUPPILA

UX & Visual Designer

## Basic info

Date of birth 1.1.1992

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Portfolio 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

UX Designer

UX and Visual Design for e-grocery store 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

3/2016 - 12/2017

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 maintetance in the parking garages.

# Languages

Finnish Native

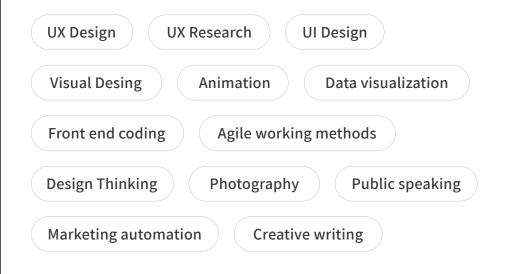
English
Full professional proficiency

Swedish Elementary proficiency

## References

Available on request

## Skills



## Toolbox

Visual Design and Animation













UX & UI Design















## Courses



SaFe 4.5 - Leading SaFe Talentbase



**Lean Service Creation** Futurice



Customer Service course
Mercury Finland