



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
2016 -

● **UX Designer**
11/2018 -

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 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