



TONI KAUPPILA

UX & Visual Designer

Basic info

Date of birth
1.1.1992

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References

Jussi Mantere
Head of CX and Design
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Sirpa-Vesamäki Koivisto
Head of CRM and Loyalty
Tallink Silja Oy
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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 and for K-groups DaaS service K-Ostokset.

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

Developing marketing automation in lean start up project, front end coding (e-mails and landing pages), service design, communications and wide variety of design work from small user interfaces to visual identities and animations.

Marketing Designer
1/2017 - 11/2018

Visual design, coding and planning targeted marketing for our merchant customers and taking part in developing and implementing new concepts for K-group's 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

Annina Pikkumäki
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Languages

Finnish
Native

English
Full professional proficiency

Swedish
Elementary proficiency

About me

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

Whether it's a prototype of a new digital service, a fresh identity for your brand or a perfected sheet of CSS, I'm eager to invest my full focus and time to get the best possible outcome.

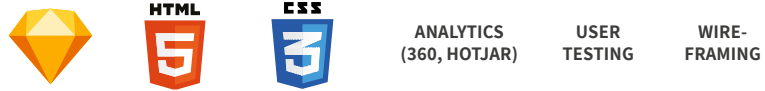
I'm keen on creating user-centered and validated design with uncompromising attention to detail that goes hand in hand with consistent overall looks and feels.

Toolbox

Visual Design and Animation



UX & UI Design



Courses



SaFe 4.5 - Leading SaFe
Talentbase



Lean Service Creation
Futurice



Customer Service course
Mercury Finland

