



# ANNA HURTTA

Human-centered designer and creative problem solver. Skilled in Service & UX Design with a background in front-end development. Passionate about customer-centricity & digital transformation. Creating meaningful solutions for users and business.

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## EXPERTISE & SKILLS

### UX DESIGN

Research  
Wireframes / Mockups  
User flows / UI Design  
Design System work  
Prototypes / User testing

### SERVICE DESIGN

Customer research  
Journey maps  
Service blueprints  
Facilitation / Concepting

### DEVELOPMENT

HTML / CSS /jQuery  
Scrum & Kanban

### TOOLS

Figma / Sketch  
Miro  
MS Office / Jira  
InDesign

### STRENGTHS

Customer-centricity  
Emphaty  
Strategic thinking  
Humor  
Teamwork  
Motivation

### LANGUAGES

**Finnish:** Native  
**English:** Fluent  
**Swedish:** Basic

### INTERESTS & HOBBIES

Digital transformation  
Company culture  
Sports / Singing

## WORK EXPERIENCE

### UX DESIGNER

01/2021-PRESENT

Mandatum - Increasing and securing the financial welfare of customers

Redesigning Mandatum's web service UI & UX. My work includes daily design work, user research & design system development. I'm also customer journey manager and improve internal processes which aim to increase customer experience. I organize and facilitate workshops and introduce design driven working ways.

### UX DESIGNER

09/2020-12/2020

Accountor Finago - Digital accounting

I designed user flows, wireframes and mockups for Procountor. I took part in pilot phase testing as an interviewer and analyzed results. I also helped in design system work and facilitated workshops.

### SERVICE DESIGNER

03/2019-03/2020

Leanheat by Danfoss - IoT services to optimise energy efficiency

I did user research among limited liability housing companies in order to understand their purchase decision making. I improved B2B and B2C sales processes by validating concepts. I facilitated customer-centricity and designed company's processes and culture.

### SOFTWARE DEVELOPER TRAINEE

04-09/2018

Elisa Oyj / Elisa Viihde - Entertainment service

I developed Elisa Viihde set-top-box software, made banners with Sketch and learned to do product development in a Scrum team. I also conducted small user experience studies.

### DEVELOPER TRAINEE / DEVELOPER

05/2017-03/2018

Exove - Digital growth company

I built and styled user interface elements, developed interactive features, took care of usability and user experience. I gained experience from consultant work and learnt to organise work between projects and got familiar with agile working ways.

### FRONT-END DEVELOPER

05/2015-05/2017

Yle / Plusdesk - Impressice and in-depth journalism

I planned news, executed layouts and developed interactive news applications and articles. I was also responsible of the UX design. I got excited to transform ideas and wishes into real working things.

## EDUCATION

### M.SC (TECH.) / INFORMATION NETWORKS

2019

Aalto University

Major: User-Centered Design & Media

Minor: Product & Service Design, ME310 Global Innovation

### B.ENG / MEDIA TECHNOLOGY

2016

Metropolia UAS