Eetu Leppälä

A game designer and developer based in Helsinki. 7+ years of experience from UI/UX and service design as well as other areas surrounding business development and mobile product development in agile, multi-disciplinary teams.

EXPERIENCE

Indie Game Developer
Sep 2021 - Ongoing
Designed and developed games such as Split, Discordant, Waste Land, Crisis and Book of Ashes.

Design Consultant (Nitor)
Mar 2023 - Ongoing
UI/UX and service design consultancy.

UX Designer (VR)
Nov 2023 - Ongoing
Design Ops, User testing

UI/UX Designer (Joblink)
Aug 2023 - Sep 2023
Design Audit, Building user understanding

Senior UI Designer (Elisa)
Apr 2023 - Nov 2023
Design Systems, User Story Mapping, SASS, HTML, JS

Independent Design Consultant
Feb 2016 - Mar 2023
Clients such as Costo, Magisso, Vallila.

Lead UX Designer (YA / Nightingale Health)
Feb 2016 - Mar 2023
Led design and development of a medically approved direct-to-consumer self-testing service with a team of six people.

UX & Service Designer (Nightingale Health)
Jan 2020 - Apr 2021
product concepting, UI/UX, feature design, data visualization, user testing, product pilot design, service walkthroughs

Business Designer (Nightingale Health)
Jan 2019 - Apr 2021
Market research, pain point interviews, business canvasing, retention design, user and market research

Concept Designer (Nightingale Health)
May 2016 - Aug 2018
Concept design, 3D modeling and rendering, illustration, web design, industrial design

SKILLS

Game Design
System design, implementation, balancing, level design, encounter design, progressions systems, boardgame design, UI/UX, player research, playtesting and data analysis, UX and copywriting,

Game Development Tools
Excel, C#, Unity, Blender, Python, Git, VS Code, Confluence, Jira, Figma, Adobe Creative Cloud, Procreate, Aseprite, JS, JSON, HTML, SASS, Multideck

Business / Service Design
Market research, pain point interviews, business canvasing, retention design, service walkthroughs, contextual inquiry, testing in the wild, in-depth interviews

DETAILS

Contact
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eetuleppala.github.io

Languages
Finnish (native)
English (full proficiency)

Education
Master of Arts, Collaborative Design, Game Design minor (Aalto University, 2021 – 2023)

Bachelor of Arts, Design, Fine Arts minor (Aalto University, 2013 – 2017)