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Skills

Languages

TypeScript, JavaScript, Node, CSS, Sass, HTML, GraphQL, PHP, Bash, English (fluent), Finnish (native)

Essential tech

React, Next.js, Bundlers (Vite, Bun etc.), Git, Databases, Storybook, WordPress, Firebase, AWS, Apache, Unix, GSAP, Framer motion, ChatGPT, Redux, Zustand

Design tools

Figma, Sketch, Adobe CC

Competencies

Website design & dev, App/mobile design, Responsive design, Product design, UI/UX design, Design systems, Design patterns, Web animations

Portfolio


I recommend browsing selected works from my [portfolio](#) to get a better picture of the works I've created in the past.

joonassandell.com →


Joonas Sandell

UI/UX designer & creative front-end developer with a keen eye for good design and attention to detail. With more than a decade of design engineering experience, I have the skills to build high-quality web experiences and assist clients in addressing practical business challenges.

Experience

Lead product designer, Front-end developer —  Biocode
Nov 2020 –

- Built the [SPA](#) front-end together with the team including various features such as real-time carbon footprint calculation
- Designed the application including various user flows with focus on well-thought UX/UI, accessibility and ease-of-use
- Built and designed [Biocode's](#) end-to-end website including dark/light modes, CMS and [Hubspot](#) integration among many other features
- Designed, built and authored *Biocode Design System* including brand assets such as logomarks, icons and product packaging stamps
- Designed and built headless [Biocode for reporting](#) Next.js web service to market the impact of Biocode for the public audience
- Contributed and planned interviews with the marketing team for users in order to improve the UX and UI of the application

AD, UI/UX Designer, Front-end developer —  Mediasignal
Sep 2014 – Nov 2020

- Developed and designed applications for clients such as [Bonnier Books](#), [Luke](#), [Finefoods](#), [Kesla](#), [Dahl](#) and [Finnpark](#)
- Developed and designed websites, e-commerce stores and web services for clients such as [Academic Bookstore](#), [Kia](#), [Caverion](#), [Fair trade](#), [TAKK](#), [Oras](#) and [Hankkija](#)
- Arranged workshops and planned UX interviews to get valuable feedback from clients and end-users to build successful products
- Refreshed [Mediasignal's brand twice](#) including logomark design, brand book crafting, business card design and website renewal
- Designed and built internal products such as [Rubik](#) (PIM), [Avainia](#) and [ImageBank](#) that were sold to variety of customers
- Crafted and documented internal tools to quickly kick-start projects
- Managed to acquire new clients based on past experience, outside connections and word-to-mouth reputation
- Led and aided groups of developers and communicated with the customers about project progress'

UI/UX Designer, Front-end developer — City of Tampere
Apr 2007 – Sep 2014

- Built and curated public *Exhibition Guide* mobile application. App was made available also in free kiosk-mode tablets.
- Built *Museum Guide* screen which featured maps, restaurant menus and other museum information integrated to the website CMS
- Built *Twitter Social Wall* screen to engage museum visitors sharing their museum experiences
- Developed and designed websites for *Museum Centre Vapriikki*, *Moominvalley*, *Tampere Music Festivals* and other city sectors
- Crafted brochures and posters for various events

My goal is to create unique, appealing, accessible and user-friendly products and stay up to date with the latest standards and trends in today's rapidly evolving digital world. Layouts that stand out from the crowd, creative use of code, and carefully crafted prototypes make me a confident design engineer.



I'm Joonas — Front-end developer, UI/UX designer and sometimes even a music producer. I have a strong visual taste, broad understanding of front-end web technologies and a genuine passion for all aspects of product and visual design, including web services, touch platforms and branding.

I love designing by code in the browser but I work a lot with *Figma* and other design tools as well. Usually I prefer writing applications with *TypeScript*, *React*, *Sass* and other modern tools.

I'm constantly excited to learn emerging technologies. Lately I've been exploring services and technical solutions such as *Supabase*, *Strapi*, *Sanity*, *Contentful*, *tRPC*, *Prisma*, *Tailwind* and *Framer*.

With a background that spans both UI design and coding, I thrive at the intersection of aesthetics and functionality, blending the best of both worlds to deliver great user experiences.

In my approach to design, I generally prioritise adherence to UI conventions while infusing subtle, unique elements that enhance user engagement. I firmly believe that good design should be intuitive and seamless, striving for invisibility while ensuring that every interaction feels polished and refined.

"Good design is invisible" like some say and I believe that's a good mindset to have when building a successful product.

In designing interfaces and end-to-end websites, I consider a multitude of factors, including accessibility, UX principles, target group, consistency, conversion rate and business logic. While I recognise the importance of aesthetics, I firmly believe that content reigns supreme, collaborating closely with copywriters to ensure that messaging is concise and impactful without compromising visual appeal.

To put it simply, for me, it's both how it works and how it looks.

When it comes to coding, I adhere to best practices, writing clean, maintainable code with meaningful variable names and thorough documentation. I prioritise simplicity over complexity, actively seeking to streamline solutions and avoid shortcuts or hacks whenever possible.

I'm both systematic and adaptive in my approach, valuing organization and adherence to project guidelines while remaining flexible enough to accommodate evolving requirements. For me, the DX is paramount, and I am dedicated to fostering an environment where everyone can contribute effectively to building exceptional products.

Recommendations

I have had the pleasure of working with Joonas over the years. Together we have been involved in projects that have required not only strategic perspective but also extensive knowledge of digital technology, solid creative insight and a modern visual approach.

Joonas is a very versatile, creative and also technically talented individual. He is a skilled discussionist with clients, and also good and attentive listener. He has a great ability to combine different implementation models and build business services from them to meet clients' needs.

I would warmly recommend Joonas when looking for a versatile and professional expert for demanding visual implementations and technology-oriented design and development projects.

Sami Hakimsan
Business Design Spesialist, Mediasignal

Joonas is exceptionally talented individual with a rare combination of talent: designer and frontend developer who can do well crafted designs and also implement them with high quality. He is focused and hard working, yet as a person warm and approachable with good communication skills. My highest recommendation.

Joni Rajanen
CEO, Neurali

Having worked with Joonas as a colleague and then as a customer, I can really recommend his web design and development work. Omoroi's website, designed and developed by Joonas, helped our company to stand out and tell our story in a unique way.

Jussi Salovaara
Sales Director, Omoroi

Links

joonassandell.com

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