



E-mail: [me@joonassandell.com](mailto:me@joonassandell.com)  
Tel: +358 40 8656 973  
Location: Helsinki, Finland

[joonassandell.com](http://joonassandell.com)  
[linkedin.com/in/joonassandell](https://linkedin.com/in/joonassandell)  
[github.com/joonassandell](https://github.com/joonassandell)  
[dribbble.com/joonassandell](https://dribbble.com/joonassandell)  
[@x.com/joonassandell](https://x.com/joonassandell)

## Skills

### Languages

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

### Essential tech

React, Next.js, Bundlers, Git, AWS, Databases, GraphQL, Storybook, WordPress, Firebase, Tailwind, Apache, Unix, GSAP, Framer motion, ChatGPT, Redux, Zustand

### Design tools

Figma, Sketch, Adobe CC

### Competencies

UI/UX design, Product design, Website design & development, Software design & development, Responsive design, Design systems & patterns, Animations

## Selected projects

### [Biocode](#) →

Case study of the various projects I have crafted for Biocode.

### [UI Laboratory](#) →

Showcase of various UI component experiments.

## Education

2011 – 2013

Degree in Audiovisual communications at TAKK

## Portfolio

I recommend browsing [selected works](#) and [milestones](#) from my portfolio to get a better picture of the projects I've built.

# Joonas Sandell

UI/UX designer and 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 – Present

- Built the [software](#) front-end together with the team including various features such as real-time carbon footprint calculation
- Designed the application and its features including prototypes and user flows with focus on detailed UX/UI, accessibility and ease-of-use
- Played an active role in enhancing overall direction of the product and suggesting user-centric features based on analytics
- Built [Biocode's](#) end-to-end [website](#) including dark/light modes, CMS and [Hubspot](#) integration among many other features
- Authored and built [Biocode Design System](#) including brand assets such as logomarks, icons and product packaging stamps
- Designed and developed 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
- Aided other engineers to ensure quality UI/UX and implementation

### ✓ UI/UX Designer, Front-end Developer — Mediasignal

Sep 2014 – Nov 2020

- Developed and designed applications, websites, e-commerce stores and web services for clients such as [Bonnier Books](#), [Oras](#), [Luke](#), [Dahl](#), [Finnpark](#), [Kia](#), [Fair trade](#), [Caverion](#), [Kesla](#), [Dahl](#), [TAKK](#) 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 developed 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
- Acquired new clients based on past experience and connections
- 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 valuable [Exhibition Guide](#) mobile app to help visitors gain an enjoyable and insightful museum experiences
- 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 and posters for [Museum Centre Vapriikki](#), [Moominvalley](#), [Tampere Music Festivals](#) and other sectors

My goal is to create unique, appealing, accessible, and user-friendly products while staying 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 — UI/UX designer, front-end developer and sometimes even a music producer. I have a strong and great 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 get excited about finding unique and elegant solutions for complex user issues, and 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* 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, value for end users, consistency, conversion rate and business logic. While I recognise the importance of aesthetics, I firmly believe that data-driven content reigns supreme, collaborating closely with copywriters and marketing team to ensure that messaging is concise and impactful without compromising visual appeal.



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.

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

## 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 Designer, 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](http://joonassandell.com)

[linkedin.com/in/joonassandell](https://linkedin.com/in/joonassandell)  
[github.com/joonassandell](https://github.com/joonassandell)  
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