

Vappu Penttilä

Hi, I am Vappu, an experienced digital media professional. I currently work as a Service Designer in Helsinki. For the past decade I have been specializing in making things beautiful, intuitive, engaging and enjoyable in the digital world. I'm passionate about making users happy, not forgetting the business owners' happiness too. I enjoy solving problems and thinking profoundly about the details. I'm a native writer in Finnish and fluent in English. Detailed project portfolio available by request.

vappu.penttila@gmail.com

Education

2005-2006

Communication Officer (Professional Studies)

Professional post-graduate studies for working as a communication officer.

Vanajaveden opisto, Hämeenlinna.

1997-2004

Master of Arts

Art history, Aesthetics, Literary studies, Sociology, Japan studies.

University of Helsinki.

1992 - 1995

Matriculation Exam

High school studies in a art oriented school. Special line of study: visual arts.

Linnan lukio, Kajaani.

Vappu Penttilä

Employment

2014-present

Responsibilities in leading digital service design and concepting projects with variety of customers. Concentrating in UX, UI and visual design.

2008 -2014

Prewrite Oy / Concept Designer

Digital learning solutions and communication campaigns for change implementation and competence development mainly for big organizations. My role? Leading design projects, interaction design, visual design and content creation. Taking care of the end-users point of view in the process.

2008 - 2010

YLE / Executive Producer for YLE Learning multimedia team

Executive Producer for YLE's Learning multimedia team. Responsibilities as team manager and producing the online services for YLE Learning.

2008 - 2010

YLE / Multimedia Journalist and Subeditor for YLE Learning multimedia team

Journalist work for online environment. Planning and designing YLE Learning online services. As Subeditor also Responsibilities in journalist work and organizing team members' tasks and productions.

2006

Kiasma (Finnish Museum of Contemporary Art) / Communication officer

Responsibilities in communication officer work. Writing articles to online and print environments.

2004 - 2005

University of Helsinki / Research Assistant

Research assistant at the Christina Institute. Archive work for project related to architectural history of Helsinki. Research Assistant for the department of Art history. Archive work for project related to architectural history of Helsinki.

2003

Helsingin Sanomat / Project Researcher

Documenting the results of Helsingin Sanomat reader poll on the most important architectural achievements in Finland. Including some journalist work.

1997 - 2007

Freelance Graphic Designer

Various freelancer graphic design projects. Including designing print layouts and online graphics.