

Tuuli Saarinen

Senior UX
and Service Designer

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about

I'm an innovative and versatile designer with 13 years of experience in tech.

I love finding simple solutions to complex problems and enjoy creating designs that make a difference.

skills

Design

Flow design, wireframing, information architecture, rapid prototyping, personas, cross-platform design, user research

Design operations

Creative strategy, design processes, design, systems, Scrum, Agile

Tools

Figma, Adobe XD, Axure, Illustrator, Photoshop

education

Aalto University, MA
New Media, 2022

Univ. of Tampere, MSc
Interactive Media, 2012

University of Turku, BA
Digital Culture, 2008

experience

Senior UX & Service Designer (consultant)

04/2020 - present, Valo Motion

Gamified AR Sports

Designing SaaS models, architecture, and cross-platform UX across VM's product ecosystem, ensuring uniformity and user-centered design. Introducing analytics and design ops to the company.

Lead UX Designer

01/2019 - 10/2019, Puida

Tool for managing creative assets

Conducted extensive user research and interviews. Designed architecture and interfaces. Created alignment amongst the team to execute vision.

UX Designer (consultant)

07/2018 - 12/2018, 2Dogs Games

Destiny's Sword
A socially conscious war game

Designed key game systems and interfaces to align the design to support the game's message.

UX Designer

01/2015 - 04/2018, Playtika

World Series of Poker
Top grossing mobile poker app

Spearheaded a full overhaul of the game's UX. Designed the SaaS models and UX for various features. Collaborated with the analytics team to conduct user research. Introduced design ops to the company's processes.

UX Designer (consultant)

02/2014 - 12/2014, multiple

University of Turku:
Games for brain injury rehabilit.

Hospital CHU Sainte-Justine:
Speech therapy app for kids

Researched design models, consulted on design, and liaised with the health game sector.

Designed an app to decrease the speech therapist's workload & make therapy more motivating for the patients.

Game Designer

01/2013 - 01/2014 Decode Global

Games for Good

Designed the UX and information architecture for multiple mobile games.