

Jukka Yrjönen

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Summary

As a seasoned designer with about two decades of experience, I've led the UX design process at Zenniz, a smart tennis court and app platform aimed at enhancing players' performance and enjoyment. My role involved overseeing the entire design cycle from research to production, resulting in a seamless user experience through data-driven and user-centered approaches. This led to significant growth in user engagement and enhanced ease-of-use, revolutionizing the tennis experience for players worldwide.

Throughout my career, I've had the privilege of delivering impactful design solutions for a wide array of clients and organizations. From serving as a freelance design consultant to leading as Chief Design Officer at Hunome, I've tackled diverse challenges across various industries. With a background in digital media, I bring a unique perspective and skill set to every project, drawing from my experience in design, leadership, and customer experience. Additionally, my commitment to education has led me to share my expertise as a visiting lecturer at Metropolia University of Applied Sciences, where I fostered a supportive learning environment and shared industry insights.

Looking ahead, I'm committed to continuing my journey as a remote-working professional, focusing on meaningful projects where I can leverage my creativity and expertise in user experience. I'm eager to collaborate with talented and innovative teams and individuals who share my values and goals in creating services and products that positively impact people's lives.

Experience

UX Lead

Zenniz

Nov 2022 - Present (1 year 6 months)

Experience Smart Tennis

Led Comprehensive Design Process:

Directed the entire design process from research and ideation to production and testing, ensuring user-centered approaches.

Achieved Measurable Impact:

Completed 100+ user stories, tickets, and features, showcasing high efficiency in project delivery and maintaining a robust pool of solutions for development.

Drove User Engagement Growth:

Established analytics capabilities, resulting in a significant 20–30% increase in active users, up to 2% growth in engaged sessions per user, and over 10% growth in user stickiness.

Enhanced User Experience:

Implemented user flow optimizations, resulting in 4–7% faster user flows and significantly improved ease-of-use.

<https://zenniz.com/>
<https://apps.apple.com/gh/app/zenniz/id1643513477>
<https://play.google.com/store/apps/details?id=com.zenniz.player>
<https://zennizapp.web.app/>
<https://club.zenniz.com/>

Freelance Design Consultant

Jukka Yrjönen

Nov 2009 - Present (14 years 6 months)

- Provided comprehensive design consulting services, specializing in business design, transformation/change management, leadership, mentoring, coaching, and customer & employee experience design.
- Developed user experience strategies, brand designs, design operations, design systems, and process designs tailored to client needs.
- Facilitated collaboration, workshops, and design sprints to drive innovation and problem-solving.

Impact:

- Delivered impactful design solutions for a diverse range of clients over 14 years, contributing to their growth and success.
- Empowered clients with effective leadership and mentorship, enhancing their design capabilities and achieving desired outcomes.
- Focused on creating memorable customer experiences and optimizing employee engagement to drive business results.

Recruiter captcha: if you've read my profile, mention your favorite pizza toppings when contacting me

Email: jukka@jukkayrjonen.com



Shareholder

Hunome

Jun 2022 - Present (1 year 11 months)



Lead UI/UX Designer

Zadaa

Oct 2021 - Oct 2022 (1 year 1 month)

Responsibilities:

- Led the UI/UX design efforts for Zadaa, the world's first marketplace to simplify selling and buying secondhand items.
- Conceptualized and executed user-centered design strategies to enhance the platform's usability and visual appeal.
- Collaborated closely with cross-functional teams to ensure alignment with business objectives and user needs.

Impact:

Elevated app ratings on both platforms:

- Apple App Store: Increased from 4.4 to 4.5.
- Google Play Store: Improved from 4.1 to 4.6.

Contributed to a more seamless user experience, resulting in enhanced user satisfaction and engagement.



Chief Design Officer

Hunome

Mar 2019 - Jun 2022 (3 years 4 months)

Responsibilities:

- Directed the design vision and strategy for Hunome, a digital platform focused on understanding humanity, fostering connection, interaction, and discovery.
- Oversaw all aspects of design, ensuring alignment with the platform's mission and user needs.
- Collaborated with cross-functional teams to integrate design principles into product development and marketing efforts.

Impact:

Transformed Hunome into a platform, enabling users to connect, interact, and gain insights into human nature.



Visiting Lecturer

Metropolia University of Applied Sciences

Mar 2020 - Dec 2021 (1 year 10 months)

Responsibilities:

- Taught a range of courses in the Digital Design program, including Communities and Communication Design, Design Thinking, Innovation Project, and User-Centred Design.
- Created a supportive and engaging learning environment, considering the well-being of remote-learning students and actively soliciting and incorporating feedback.
- Facilitated discussions, shared industry insights, and provided real-world examples to enhance theoretical lessons and encourage student participation.

Impact:

- Received positive feedback from students, with comments highlighting the gentle atmosphere, thoughtful feedback reception, and depth of industry experience and knowledge.
- Improved average course feedback ratings from 4.1 to 4.4 out of 5, with top-rated features including enabling collaboration and enhancing work skills through courses.



Lead Service Designer

Forenom

Nov 2018 - Mar 2019 (5 months)

Responsibilities:

Headed the design of digital services, overseeing the development of the design process to ensure alignment with business objectives.

Impact:

Implemented DesignOps, resulting in improved team productivity and alignment.



Lead Designer

Freska

Mar 2018 - Aug 2018 (6 months)

Responsibilities:

- Developed design thinking and practices throughout the company, integrating human-centered design principles into business processes.
- Led initiatives in business design, focusing on enhancing employee and customer experiences through thoughtful design solutions.

Impact:

- Received positive peer feedback, recognized as a role model for collaboration and relationship building, and for demonstrating genuine care for people.
- Played a key role in driving the adoption of the design system, resulting in increased efficiency and consistency in product development.
- Implemented design strategies to enhance employee and customer experiences, contributing to increased satisfaction and loyalty.

Senior Designer

Frantic

Apr 2017 - Feb 2018 (11 months)

Responsibilities:

Collaborated with clients including Finnair, HSL (HRT), Vantaan Energia, WWF, Kemira, Amer Sports, and Bonnier to deliver impactful design solutions.

Impact:

- Led a team to the finals of a design competition, showcasing innovation and excellence in design.
- Led design initiatives for a diverse range of clients, contributing to improved customer experiences and business outcomes.
- Successfully executed projects for prominent clients enhancing their brand presence and digital experiences.

UX Designer

HiQ Finland

Feb 2016 - Apr 2017 (1 year 3 months)

Responsibilities:

- Delivered usability lectures and workshops, sharing expertise and insights with colleagues and clients to enhance understanding of usability principles.
- Collaborated with various clients including Destia, M-Brain, Silta, LähiTapiola, Diacor, Klever, Fennia, and S-Pankki to provide comprehensive UX design solutions.

Impact:

- Provided usability consulting and design services, contributing to improved user experiences and business outcomes.
- Led concept, service, and experience design initiatives, incorporating user research and design thinking methodologies to drive innovation and excellence.
- Played a key role in the design and development of various digital products and platforms, including Android apps and back-office administration platforms.

Online Designer

DNA Oyj

Nov 2014 - Jan 2016 (1 year 3 months)

Responsibilities:

- Collaborated with the Department of Online Business to optimize digital services, serving as the lead designer for digital design language initiatives.
- Implemented usability and user experience methodologies, including user flows, information architecture, concept design, wireframing, and prototyping.
- Conducted UI design, interaction design, A/B testing, and validation to enhance the usability and effectiveness of digital products and services.

Impact:

- Led the development and implementation of a digital design language, ensuring consistency and coherence across digital platforms and products.
- Successfully executed user experience initiatives, resulting in enhanced user satisfaction and engagement.

Online Marketing Designer

DNA Oyj

Nov 2013 - Nov 2014 (1 year 1 month)

Responsibilities:

- Executed display advertising campaigns, including CPC, data-driven, tactical, and branding initiatives, for the Department of Online Business.
- Led product launch campaigns, leveraging multi-channel marketing strategies to drive brand awareness and customer engagement.
- Developed game design elements to enhance user engagement and interaction within marketing campaigns.

Impact:

- Successfully executed display advertising campaigns, contributing to increased brand visibility and engagement.
- Played a key role in the successful launch of new products, driving customer acquisition and revenue growth.

Marketing Designer

DNA Oyj

Sep 2013 - Nov 2013 (3 months)

Responsibilities:

Created digital out-of-home advertising materials for the Marketing Department, ensuring brand consistency and message effectiveness.

Impact:

Developed impactful digital out-of-home advertising campaigns, contributing to increased brand visibility and audience engagement.

Marketing Designer

GRUNDFOS

Apr 2013 - Sep 2013 (6 months)

Responsibilities:

- Created design and production for diverse marketing materials across print, web, and expos.
- Managed website content, email marketing, translations, and web updates.
- Utilized photography skills for visual content creation.
- Contributed to content creation through copywriting.

Impact:

- Enhanced brand visibility and engagement through cohesive marketing materials.
- Ensured consistent messaging across channels, improving brand coherence.
- Strengthened visual storytelling and communication through photography and copywriting.



Consultant

Academic Work

Nov 2012 - Apr 2013 (6 months)

For Grundfos Pumput



Dealer/Croupier

Raha-automaattiyhdistys, RAY

Mar 2007 - Dec 2012 (5 years 10 months)

Responsibilities:

- Provided exceptional customer service in restaurants, night clubs, and game rooms.
- Conducted various casino games including Blackjack, Roulette, Red Dog/Bulldog, Fast Poker, and Dynamic Poker.
- Executed slots maintenance (PSI) and cashiering operations.



Project Manager

Valovirta

Mar 2012 - Nov 2012 (9 months)

Responsibilities:

- Managed a team of 6-8 employees at Metropolian Valo, overseeing day-to-day operations, project execution, and client relations.
- Conceptualized and led various projects, ensuring on-time delivery and adherence to budgets.
- Directed creative aspects as Art Director, ensuring high-quality design and content.
- Utilized social media to increase brand visibility, resulting in improved engagement and client satisfaction.

Impact:

- Achieved on-time project delivery and client satisfaction, leading to increased repeat business.
- Enhanced the quality of design and content, contributing to positive client feedback and brand reputation.



Marketing Graphic Designer

Retta

Apr 2011 - Aug 2011 (5 months)

Responsibilities:

Executed precise print layout designs for marketing materials to ensure visual consistency and effectiveness.

Impact:

Elevated the quality of print materials through meticulous attention to detail in layout design, resulting in enhanced brand presentation and message clarity.



Trainee

Valovirta

Sep 2010 - Dec 2010 (4 months)

Responsibilities:

- Executed graphic design projects for print and web platforms in collaboration with clients as part of a consulting/media agency role.
- Contributed to photography projects

Impact:

Provided valuable graphic design solutions for clients, enhancing their visual communication across print and digital channels.

Education



Metropolia University of Applied Sciences

Bachelor of Culture and Arts, Digital Media

2008 - 2012

Graphic & concept design, production design and project management.



University of Helsinki

Mathematics, Computer Science

2006 - 2008

Licenses & Certifications

Wellness Coach - Trainer4You

Gym Trainer - Trainer4You

Personal Trainer (EHFA) - Trainer4You

Skills

Design Consulting • User Experience (UX) • UX Research • User Interface Design • Figma (Software)
• Mobile Applications • Design Strategy • Project Management • Design Thinking

Honors & Awards

Finalist: Disruption Award - Blue Arrow Awards

May 2016

DiacorPlus

Finalist: Best Performing Team Award - Blue Arrow Awards

May 2016

DiacorPlus Team / Diacor & HiQ

Finalist: Best Performing Team Award - Blue Arrow Awards

May 2016

Feeniks / DNA & Smilehouse

Honorary Mention: Project of the Year - Projektiyhdistys ry

Nov 2016

DiacorPlus

Person of the Year - Time

Dec 2006

Finalist: Airbus Critical App Hackathon - Industryhack

Feb 2018