

Reija Pasanen TaM

Sustainable Product & Service Design Specialist

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SUMMARY

I am an industrial designer (MA) and an experienced project manager. In my work, I combine strategic and participatory design, expertise in the built environment, and life-cycle-conscious product and service development. I am a product and service development expert with experience leading challenging design and stakeholder projects. I have developed the operations of public organizations using participatory design principles, particularly in urban development projects. My strengths lie particularly in situations where, in addition to project management, an understanding of customers and users is required, along with the ability to develop effective solutions. Furthermore, my experience as a trainer gives me excellent skills for developing the expertise of expert organizations and for coaching-based leadership.

EXPERIENCE

Project Manager

[Ramboll Finland](#)

'16 — '26

Espoo, Finland

Worked as a project manager on challenging development projects in the public and private sectors, and led the lighting technology division at Ramboll Valostudio. Responsibilities included the strategic development, conceptualization, and commercialization of lighting design services.

Instructor

[Uniarts Helsinki](#)

'15 — '21

Helsinki, Finland

Instructor for the Architectural Lighting course in the Lighting Design program at the Theater Academy. Together with the students, we produced participatory lighting events, such as Guerrilla Lighting Jätkäsaari, as part of the Helsinki Design Week 2017 program.

Entrepreneur

DMY Design meets You and Studio Lux Nova

'13 — '16

Helsinki, Finland

I was responsible for design and lighting design projects, such as the “Valokaivo” installation at the Lahti Market Square and the Kairo Collection furniture line. In addition, I produced community-oriented lighting events for various target groups, combining strategic and participatory design.

Co Founder

OpenLight Factory

'12 — '14

Tampere, Finland

As a founder and product developer at a startup that launched OpenLight Spots, a web and mobile service aimed at players in the lighting industry.

Instructor

Aalto PRO / Aalto University Professional Development

'12 — '13

Helsinki, Finland

Lead designer of the “Architecture of Light” training program for lighting professionals, in collaboration with architect Marjut Kauppinen. The goal of the training was to strengthen the expertise of lighting professionals in demanding and architecturally sophisticated lighting projects.

Industrial Designer

[Valmont International](#)

'08 — '11

Tampere, Finland (Remote)

Valmont International is a leading international company specializing in the manufacture of light poles and special structures. As part of a multinational team, I was responsible for designing custom light poles for European customers.

Project Manager

[Valoa design](#)

'05 — '08

Tampere, Finland

I worked as a project manager at a design firm specializing in architectural lighting, where I was responsible for various real estate and urban lighting projects.

Project Manager

[WSP Finland](#)

'00 — '05

Helsinki, Finland

I worked at WSP Design Studio as a designer and lighting specialist on several urban center development projects. I was responsible for the lighting design of the award-winning Tikkurila station area and Tikkurilankoski park in Vantaa, which won the 2003 Lighting Project of the Year award.

SKILLS

Project Management Management of Development Processes, Stakeholder Collaboration

Design Expertise Design Thinking, Circular Design

Strategy and Customer Insight Service Design

Education Adult Education, Facilitation

Architectural Lighting Master Planning, Light Art

Languages Finnish, English

SELECTED PROJECTS IN THE RAMBOLL FINLAND WORKING GROUP

Architectural Lighting at Rotuaari in Oulu , City of Oulu Link	'24 — '25 Oulu, Finland
Project Manager, Architectural Design and Lighting Design	
Jumbo Shopping Center , Vantaan Valo Ky Link	'23 — '25 Vantaa, Finland
Project Manager, Interior and Exterior Lighting Design	
Lintukoto Light Installation , Municipality of Nurmijärvi Link	'23 — '25 Nurmijärvi, Finland
Artistic Director of the Working Group, Ramboll Valostudio	
Tampere Deck Arena (Nokia Arena) , SRV Link	'18 — '21 Tampere, Finland
Design of exterior and facade lighting	
The Kissakoskenranta Bridge , City of Oulu Link	'18 — '19 Oulu, Finland
Design of architectural structures and lighting design	
Light and Sound Installation H2.0, Lux Helsinki 2019 , City of Helsinki Link	'18 — '19 Helsinki, Finland
Artistic Director of the Working Group, Ramboll Valostudio	
Ranta-Tampella , City of Tampere Link	'17 — '20 Tampere, Finland
Lighting design for architectural structures and outdoor areas	
Mall of Tripla , YIT Link	'16 — '19 Helsinki, Finland
Project Manager (General Design Phase), Interior and Exterior Lighting Design	

EDUCATION

Design and Product Development , Aalto EE /Aalto University Executive Education and Professional Development	'26 — Present Espoo, Finland
- Design Thinking Module - Product Management Module - Leading Transformation with Creativity Module	
Master of Art in Industrial Design , University of Art and Design, Helsinki	'95 — '00 Helsinki, Finland
Artenomi in Metal Industry , Jurva School of Handicrafts and Applied Arts	'87 — '91 Jurva, Finland
Specialist Vocational Qualification in Product Development , Tampere Adult Education Center	'11 — '12 Tampere, Finland
Secondary school graduate , Messukylä Upper Secondary School	'83 — '86 City of Tampere

PUBLICATIONS

The lighting principles of the city's waterfronts and routes in Helsinki (FIN) City of Helsinki https://www.hel.fi/static/liitteet/kaupunkiymparisto/julkaisut/julkaisut/julkaisu-28-20.pdf	Feb '20
Guides to Energy-Efficient Lighting for Apartment Buildings and Commercial Spaces City of Helsinki (Ilmastokatu Project)	May '17