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# Aapo Puskala résumé

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## Profile

I am a **cognitive psychologist** with a strong **information technology background**.

My peers know my **optimism** and my ability to view common things **from new angles**.

I am **persistent** about a new idea until it either gets done or until further research reveals fundamental flaws in it. If an idea is bound to fail, the earlier the better. **Good ideas** are too valuable to leave unexplored.

I'm **creative** in developing new approaches but **analytical** in evaluating them.

My **verbal talent** comes to use when ideas and suggestions need to be conveyed to various audiences.

My primary professional goal is to utilize my psychology and usability skills to **create great user experiences**, fulfilling even the needs unrecognized by the users themselves.

## Skills

<b>User needs &amp; HCI</b>	<p><b>User needs research</b></p> <ul style="list-style-type: none"> <li>• deep understanding of users' needs through research &amp; psychology</li> <li>• contextual inquiry</li> <li>• observation</li> <li>• card sort</li> <li>• personas &amp; scenarios</li> </ul> <p><b>User interface evaluation</b></p> <ul style="list-style-type: none"> <li>• expert evaluation</li> <li>• usability testing</li> <li>• cognitive walkthrough</li> </ul> <p><b>User interface design</b></p> <ul style="list-style-type: none"> <li>• rapid prototyping</li> </ul> <p><b>User interface implementation</b></p> <ul style="list-style-type: none"> <li>• XAML (Windows applications)</li> <li>• Web (PHP, HTML, CSS, JavaScript, jQuery)</li> </ul> <p><b>Measuring success</b></p> <ul style="list-style-type: none"> <li>• Quantitative analysis (logs, usage patterns)</li> </ul>
<b>Tools</b>	<ul style="list-style-type: none"> <li>• <a href="#">Microsoft Expression Blend</a></li> <li>• <a href="#">Axure</a></li> <li>• <a href="#">Adobe Photoshop</a></li> <li>• <a href="#">Apple Keynote</a></li> <li>• <a href="#">jQuery</a></li> <li>• <a href="#">Panic Coda</a></li> <li>• <a href="#">MySQL</a></li> </ul>
<b>Computer languages</b>	<ul style="list-style-type: none"> <li>• <a href="#">HTML</a></li> <li>• <a href="#">CSS</a></li> <li>• <a href="#">JavaScript</a></li> <li>• <a href="#">PHP</a></li> <li>• <a href="#">SQL</a></li> </ul>
<b>Human languages</b>	<ul style="list-style-type: none"> <li>• Finnish (native)</li> <li>• English (fluent)</li> <li>• Swedish (good)</li> </ul>

## Education

1994 - 2002	<p><a href="#">University of Helsinki</a>, Finland <a href="#">Department of Psychology</a></p> <ul style="list-style-type: none"><li>• <b>Master of Psychology</b></li><li>• Emphasis on perception, problem solving, cognitive skills, memory.</li><li>• Master's thesis <a href="#">Search strategies on the World Wide Web</a> (in Finnish). Magna cum laude.</li></ul>
1997 - 2001	<p><a href="#">Helsinki University of Technology</a>, Finland <a href="#">Department of Computer Science and Engineering</a> <a href="#">Usability Laboratory</a></p> <ul style="list-style-type: none"><li>• <b>Usability &amp; user interfaces</b></li><li>• Minor subject</li></ul>
1989 - 1992	<p>Espoonlahden lukio, Espoo, Finland</p> <ul style="list-style-type: none"><li>• <b>Secondary school graduate</b></li><li>• Magna Cum Laude Approbatur</li></ul>
1988 - 1989	<p><b>Whitehall High School, Michigan, USA</b></p> <ul style="list-style-type: none"><li>• Exchange student</li></ul>

## Employment

<p><b>2008 - current</b></p>	<p><b>CEO, Usability Specialist, <a href="#">User Point Oy</a>.</b> <a href="#">User Point</a> is a one-man usability consulting company.</p> <ul style="list-style-type: none"> <li>• Created a financially stable and profitable usability consulting company from scratch.</li> <li>• Performed several usability evaluations and tests for numerous websites, desktop and mobile applications</li> <li>• On my own initiative, I created many succesful websites, such as <a href="#">WebCal</a> and <a href="#">Syttyä kynttilä</a>.</li> <li>• Implemented and refined the functionality if a completely new kind of personality evaluation site, <a href="#">Witster</a>.</li> <li>• Held several <a href="#">User Centric Design training courses</a> and recieved <a href="#">very positive feedback</a>.</li> </ul>
<p><b>2008 - 2010</b></p>	<p><b>User Interface Designer, <a href="#">Mirasys Oy</a>.</b> <a href="#">Mirasys</a> is a leading European provider of open platform IP and analog video surveillance solutions.</p> <ul style="list-style-type: none"> <li>• Designed the user interface for a mobile platform surveillance app <a href="#">Spotter Mobile</a>. This app paid for itself in a week through a very big sale, hugely impacted by Spotter Mobile.</li> <li>• Defined the features and designed the user interface for a completely new surveillance application to replace the current offering. The implementation of this application is in the works.</li> </ul>
<p><b>2003 - 2008</b></p>	<p><b>Usability Specialist, <a href="#">KONE Corporation</a>, R&amp;D, Finland.</b> <a href="#">KONE</a> is the 4th largest elevator and escalator company in the world.</p> <ul style="list-style-type: none"> <li>• Defined the user requirements and features of <a href="#">KONE IDE300™</a>, a system for improving the entrance usability of residential buildings.</li> <li>• Significantly increased the foothold of user experience in R&amp;D with intranet <a href="#">telephone directory changes</a>.</li> <li>• Received the recognition of Best Team Player.</li> <li>• Won the gold medal in a product idea competition.</li> </ul> <p><b>Patents</b></p> <ul style="list-style-type: none"> <li>• Communication system (<a href="#">WO2007093665</a>)</li> <li>• Tracking System (<a href="#">WO2008043878</a>)</li> <li>• Hissijärjestelmä (Elevator system) (<a href="#">FI118533B</a>)</li> <li>• Yhteysjärjestelmä (Method and Call System) (<a href="#">FI7844U</a>, <a href="#">US2008217112</a>)</li> <li>• Opastusjärjestelmä (Guidance System) (<a href="#">FI119134B</a>)</li> <li>• Sign System (<a href="#">FI118963B</a>)</li> <li>• Läpinäkyvä ovi ja menetelmä läpinäkyvän oven törmäyksen estoon (See-through door and a method for preventing collision) (<a href="#">FI118963B</a>)</li> </ul>

<b>2002 - 2003</b>	<p><b>Senior Usability Specialist</b>, Oujee Research Ltd, Finland. Oujee Resarch Ltd (later renamed <a href="#">Idean Research Ltd</a>) is a usability consulting and design company.</p> <ul style="list-style-type: none"><li>• Developed <a href="#">usability guidelines for Nokia Series 40 mobile phone games</a>. Nokia was so satisfied with the results that they ordered a similar guideline book for Nokia Series 60 games.</li><li>• On my own initiative, I developed a web tool to evaluate how well a mobile phone games follow the guidelines and how the violations affect the user experience.</li></ul>
<b>1999 - 2000</b>	<p><b>Usability Specialist</b>, <a href="#">Nokia Ventures Organization</a>, Nokia Wireless Software Solutions. <a href="#">Nokia</a> is the world's leading mobile phone manufacturer</p> <ul style="list-style-type: none"><li>• Developed the user interface guidelines and recommendations for WAP-based mobile phone games. The results were used to create WAP games as examples for developers to help them develop their own games.</li></ul>
<b>1999</b>	<p><b>Usability Research Assistant</b>, <a href="#">Helsinki University of Technology</a>, Finland, <a href="#">Department of Computer Science and Engineering</a>, Usability Laboratory. <a href="#">Helsinki University of Technology</a> is Finland's leading technology-oriented educational institution.</p> <ul style="list-style-type: none"><li>• Researched product concepts for real-time community interaction in collaboration with Nokia, IDEO, Vienna University (CURE), Netherlands Design Institute and Meru Research.</li></ul>
<b>1996 - 1999</b>	<p><b>User Interface Developer</b>, Byte Enchanters, Inc. Byte Enchanters was a computer game company of 5 employees.</p> <ul style="list-style-type: none"><li>• Developed the user interface for a on-line mafia game, <a href="#">Legal Crime</a>.</li><li>• Created and upheld company website and download service.</li><li>• Helped customers resolve technical problems.</li></ul>