

# RÉSUMÉ

## AAPO PUSKALA



### EXPERIENCED UX PRO

User-centric design and usability has been my work and passion for almost 25 years. I've done UX in eight different companies, working on everything from WAP to web, from elevator calls to tablet games. My work experience ranges from multiple corporate specialist roles to entrepreneurship.

I have a master's degree in psychology, but my IT background is even more extensive. Psychology gives me tools to research users' needs, my IT skills give me opportunities to fulfil those needs.

I'm known for being inventive and optimistic. I love pondering things from new angles and especially coming up with new ideas. But creativity alone is not enough. It is crucial to evaluate the viability of product concepts and especially to improve them. This is where my analytical side is an asset.

My professional dream is to provide great user experiences, which make the users happy – and as a side product, me as well.

### SKILLS

<b>UX</b>	<ul style="list-style-type: none"><li>• UX design and evaluation</li><li>• Usability testing</li><li>• UI specification and co-operation with an international team of developers</li><li>• User research</li><li>• Keeping extensive UX trainings</li></ul>	<b>Tools</b>	<ul style="list-style-type: none"><li>• Sketch</li><li>• Microsoft Blend</li><li>• Axure</li><li>• Panic Coda</li></ul>
<b>Agile methods</b>	<ul style="list-style-type: none"><li>• SAFe basic</li><li>• Scrum</li></ul>	<b>Software development</b>	<ul style="list-style-type: none"><li>• PHP, Laravel</li><li>• SQL databases</li><li>• JavaScript, jQuery</li><li>• HTML, CSS</li><li>• XAML</li></ul>

### EDUCATION

<b>1994 - 2002</b>	<b>University of Helsinki</b> Department of Psychology	<ul style="list-style-type: none"><li>• Master of Psychology (psychologist)</li><li>• Curriculum emphasis on perception, problem solving, cognitive skills, memory</li><li>• Master's thesis: <a href="#">Search Strategies on WWW</a> (in Finnish), Magna Cum Laude</li></ul>
<b>1997 - 2001</b>	<b>Helsinki University of Technology</b> Department of CS and Engineering Usability Laboratory	<ul style="list-style-type: none"><li>• Minor subject: Usability &amp; user interfaces</li></ul>
<b>1989 - 1992</b>	<b>Espoonlahti High School, Espoo</b>	<ul style="list-style-type: none"><li>• Secondary school graduate</li><li>• Magna Cum Laude Approbatur</li></ul>
<b>1988 - 1989</b>	<b>Whitehall High School, Michigan, USA</b>	<ul style="list-style-type: none"><li>• Exchange student</li></ul>

## EMPLOYMENT

2018 -	<b>Senior UX Designer</b> <b>Nokia Software, Digital Operations</b> Nokia's business unit focusing in telecom software.	<b>Responsible for the UX of a new significant software product</b> <ul style="list-style-type: none"> <li>• User needs research</li> <li>• User requirements analysis</li> <li>• UX design</li> </ul>
2017 - 2018	<b>Senior UX Designer</b> <b>Comptel Oyj</b> Telecom software company, which was bought by Nokia in 2018 and integrated with Nokia Software.	<b>Developing the UX for a new significant software product</b> <ul style="list-style-type: none"> <li>• Interaction design</li> <li>• Usability evaluations</li> <li>• Usability testing</li> </ul>
2008 -	<b>CEO, Usability Specialist</b> <b>User Point Oy</b> A small usability consultant company.	<b>Running a company</b> <ul style="list-style-type: none"> <li>• UI design (web, iOS, Android)</li> <li>• Both front and back end development</li> <li>• Usability evaluations</li> <li>• Extensive UI trainings</li> </ul>
2008 - 2010	<b>User Interface Designer</b> <b>Mirasys Oy</b> One of Europe's leading video surveillance software manufacturers.	<b>Complete re-design of the main software product user interface</b> <ul style="list-style-type: none"> <li>• User needs research</li> <li>• UI design</li> <li>• User requirements analysis</li> </ul>
2003 - 2008	<b>Usability Specialist</b> <b>KONE Corporation, R&amp;D</b> World's 4 <sup>th</sup> largest manufacturer of elevators, escalators and automatic doors.	<b>Responsible for UX, new product concepts</b> <ul style="list-style-type: none"> <li>• Creating and evaluating product concepts</li> <li>• UX design</li> <li>• Part of a 4 person team, which was granted 7 patents</li> </ul>
2002 - 2003	<b>Senior Usability Specialist</b> <b>Oujee Research Ltd</b> A usability consultant agency, which was later renamed Idean and expanded to Silicon Valley.	<b>UI evaluation and development as the first hired employee</b> <ul style="list-style-type: none"> <li>• UI evaluation</li> <li>• Usability consulting</li> </ul>
1999 - 2000	<b>Usability Specialist</b> <b>Nokia Wireless Software Solutions</b> The world leader in mobile phones.	<b>UI design of WAP based games &amp; services</b> <ul style="list-style-type: none"> <li>• User interviews</li> <li>• User requirements analysis</li> </ul>
1999	<b>Usability Research Assistant</b> <b>Helsinki University of Technology</b> <b>Usability Laboratory</b> Finland's leading technical institution.	<b>Research assistant in an early "camera phone" research project</b> <ul style="list-style-type: none"> <li>• User interviews</li> <li>• User needs research</li> </ul>
1996 - 1999	<b>User Interface Developer</b> <b>Byte Enchanters, Inc</b> A computer game company in the Otaniemi technology village.	<b>Responsible for the UI of an online strategy game</b> <ul style="list-style-type: none"> <li>• UI design</li> <li>• User needs research</li> <li>• Website development and implementation</li> </ul>

## LANGUAGES

Finnish	mother tongue
English	excellent
Swedish	basics

## ADDITIONAL INFORMATION

Date of Birth	9 May 1972
Hobbies	Computers, time-lapse photography, web projects, gym
Articles	<p>Various medias have found some of my projects and written about them (in Finnish)</p> <ul style="list-style-type: none"> <li>• <a href="#">"Tämä riistäytyi ihan hallinnasta" – Helsinkiläinen Aapo Puskala hankki neljä valvontakameraa: Videot näyttävät Helsingin, joka jää tavallisesti huomaamatta</a> (HS 2019)</li> <li>• <a href="#">Video: Tältä näyttää vuoden lyhyin ja pisin päivä rinnakkain – "Oli hauska nähdä kuinka pimein päivä eroaa valoisimmasta"</a> (MTV3, 2017)</li> <li>• <a href="#">Kynttilät syttyvät hautausmaalla sekä netissä</a> (SVT 2016)</li> <li>• <a href="#">VR:n uudet verkkosivut saivat synninpäästön</a> (IS 2014)</li> <li>• <a href="#">Google ja iPhone ovat asiantuntijan suosikkikäyttöliittymiä</a> (YLE Puheen Aamu 2014)</li> <li>• <a href="#">Kynttilät syttyvät virtuaalihautausmaalla</a> (YLE 2012)</li> <li>• <a href="#">VR:n verkkokaupasta löytyi 70 pahaa virhettä</a> (IS 2011)</li> <li>• <a href="#">Asiantuntijalta murska-arvio VR:n verkkokaupasta</a> (Kansan uutiset 2011)</li> <li>• <a href="#">Ben Tsyskovits, Zytgovist, Zzykovizzits vai Chyskowitch?</a> (IS 2011)</li> <li>• <a href="#">Nettienkeli varoitti Älypää-vuodosta</a> (Etelä-Saimaa 2010)</li> <li>• <a href="#">Hissipsykologin vastaanotolla</a> (Hämeen Sanomat 2007)</li> <li>• <a href="#">Hassuja nuo ulkomaalaiset</a> (TS 2005)</li> </ul>
References	Available upon request

## CONTACT INFORMATION

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