

Irina Ilona Viippola  
 Industrial Designer, MA  
 Born in Helsinki, Finland 1.9.1973



I have a strong track record in design management and superior creative skills, and working in a global matrix organisation is very familiar to me. I have the ability to work with a commercial mindset and I understand retail and branded consumer goods business and trade.

My work is driven by the desire of getting things done, all the way from the drawing board to becoming a real product, service or marketing asset – something that can be experienced. And it's not enough to get things done, they need to be done in a sound, sustainable and responsible way.

SKILLS		
	Concept design	Design strategy
	Product design and development	Portfolio management
	Pattern design	Roadmap planning
	Colours and materials	Brand visuality & communication
	Consumer insights and trends	Brand management
	Design management	Brand archives

## WORK EXPERIENCE

- 4/2020 > **Senior Design Lead for Arabia & Rörstrand at Fiskars**
- Owns the concept and product design projects of Arabia and Rörstrand
  - Leads the creative design work and defines design direction of the brands and makes sure the overall brand look and feel is consistent in all consumer touchpoints
- 3/2015-3/2020 **Design Manager at Fiskars / Iittala, Arabia, Rörstrand**
- Portfolio and roadmap planning with business teams
  - Managing design projects with freelance designers and manufacturing
  - Product design together with the in-house design team (e.g. Maino Sarastus for Arabia)
  - Marketing communication and brand visuality development for Arabia and Rörstrand
- 3/2012-2/2015 **Concept Design Manager at Fiskars / Iittala, Arabia, Rörstrand**
- Finding and developing new product and service concepts according to consumer insights
  - Colours and materials planning
  - Managerial role of the Concept Design team, design lead for Arabia and Rörstrand.
- 1/2009-2/2012 **Product Development Manager at Fiskars / Iittala, Arabia, Hackman, Fiskars**
- Managing product development projects involving mixed materials such as plastics, wood, different metals and textiles
- 11/2003-12/2008 **Senior Designer at Desigence, a Helsinki based strategic design consultancy**
- Brainstorming and concept design, user observations and workshops, 3d modeling, user interface design and product graphics
  - Desigence is a consultancy with a large variety of clients especially within healthcare and tech industry

- 9/2001-10/2003 **Project Manager at the Institute for Design Research in Lahti**  
Project planning, conducting user observations and focus groups, strategic design consulting, trend research and graphic design and visual research material.
- 6/1999-8/2001 **Industrial designer at Muodos, a Helsinki based industrial design consultancy**  
Work tasks varied from conceptual design of displays to design and 3d modelling of x-ray machines, in design projects for clients such as GE Healthcare, Nokia, and ABB Industry.
- 6/1998-1/1999 **Research assistant in TAI Research Centre (IDBM thesis project)**  
The aim of the research project for Nissan Design Europe was to study and understand cultural issues which affect design and image perception within car industry.
- 5-8/1997 **Design intern**  
Internship at Muodonmuutos, an industrial design studio in Tampere.

## EDUCATION

- 5/1999 Master of Arts degree from the University of Art and Design, Helsinki UIAH (currently Aalto university). Thesis: European Design and Image Issues for Nissan: Today and Tomorrow
- 1997-1999 Minor studies in the International Design Business Management (IDBM) study programme
- 1996 Erasmus exchange in Institut D'Art Visuels, Orléans, France
- 1993-1999 Studies at the Department of Industrial and Strategic Design of the University of Art and Design, Helsinki UIAH (currently Aalto university)
- 1980-1993 Lapinlahti primary school, Helsinki, 1980-86; Lauttasaari high school, Helsinki, 1986-93; Exchange student in New Zealand 1990-91; Matriculation exam 1993, grade laudatur

SOFTWARE SKILLS	Alias Studio	Microsoft Office Pack
	Illustrator	Photoshop
	In Design	Solid Edge
	KeyShot	Solid Works

LANGUAGE SKILLS	Finnish (mother tongue)	French (moderate)
	English (excellent)	Russian (basics)
	Swedish (good)	Italian (basics)

## TEACHING AND POSITIONS OF TRUST

- 2003-2005 Member of the board of The Finnish Association of Industrial Designers, TKO (vice chairman 2005)
- 2000 > Lecturer and teacher at several courses on industrial design, design foresight and user centred design held at the Lahti Polytechnic Institute of Design and Aalto university (former University of Art and Design, the Helsinki University of Business Administration and the Helsinki University of Technology)
- 2000-2015 Member of the election committee for new master degree students at UIAH's School of Design / Industrial and Strategic Design programme and IDBM programme
- 1996-1998 Member and chairman (-98) of the representatives of TOKYO, the student union of UIAH

- FREE TIME** Plays actively underwater rugby in the Finnish league, the Finnish women's national team and also trains juniors. Enjoys being with the family, doing yoga, picking mushrooms, jogging, painting and good Italian coffee.