

Irina Ilona Viippola
Industrial Designer, MA



- An experienced designer and design manager with superior creative skills
- Proven track record of leading successful projects
- Experience of working in a global matrix organisation and cross-functional teams
- Commercial mindset and understanding of retail and branded consumer goods business
- Ability to implement great ideas into reality

PROFESSIONAL EXPERIENCE

- 9/2021 **Designer and owner, Studio Viippola Oy**
Design consultancy offering services such as concept design, product design, colours and materials design, product development management, product portfolio planning and brand visuality development
- 4/2020 -7/2021 **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
 - 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. Clients especially within healthcare, building and IT industries.
- 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

TEACHING AND POSITIONS OF TRUST

- 1-2/2022 Teacher at Aalto University; Design project course 2022
- 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 the Aalto university
- 2000-2015 Member of the election committee for new master degree students at UIAH's (Aalto University) Industrial and Strategic Design program and the IDBM program
- 1996-1998 Member and chairman (-98) of the representatives of TOKYO, the student union of UIAH

EXPERTISE AREAS

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

SOFTWARE SKILLS

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

LANGUAGE SKILLS

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

FREE TIME

Active player of underwater rugby in the Finnish league and a member of the Finnish women's underwater rugby national team.

Enjoys being with the family, doing sports, picking mushrooms, painting and good Italian coffee.