

# Curriculum Vitae // Lotta Larissa Veromaa

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## Employment

- 06.2012 – Lotta Larissa  
• Creative director, Project manager, Product designer. Freelance and project based.
- 10.2017 - 12.2018 Startup Refugees / Fair start, freelance Creative Director  
• Developing products together refugee artists and artisans and design companies and schools.  
• Coordinating design and production. Website development and graphic material.  
• Brand collaborations, business cooperation and network development.  
• Burj Barajneh and Shatila refugee camps, Beirut Lebanon: Responsible of design and production of embroidery work made together with Basmeh Zeitooneh organisation, based in Lebanon.
- 04.2014 - 12.2015 Finnish Association of Designers Ornamo, Project Manager / Art  
• Responsible of the Percent for Art project and The Handbook of the Percent for Art Principle in Finland. Content for project website and media.  
• Nordic Network of Crafts Associations (NNCA) gallery in Paris magic language///game of whispers, Grand Palais, Paris 2015. Project management (Finland), curator collaboration, production and content management for exhibition publication.  
• Advicing Ornamo members, acting as a secretary for the Ornamo art section and representative for Ornamo at Forum Artis (the national co-operation organization for Finnish artists' associations).
- 01.2013 - 05.2013 Finnish Institute in Estonia, Finnish Library, Tartto, Consultation  
• Mapping the needed products and services together with the architects and the Institute.  
• Consulting and choosing Finnish designers and design objects together with the architects.  
• Negotiating contracts and offers with participating designers and companies (Artek, Martela, Helkama, Innojok, Eero Aarnio/Melaja, Woodnotes, Secto, Tikkurila, Helno).
- 05.2012 - 02.2013 Design Colours Life – Contemporary Finnish Design and Marimekko, Shanghai, Producer  
• Producing the main exhibition for Shanghai Radical Design Week held at the Museum of Contemporary art in Shanghai.  
• Responsible for liaising between the participating artists, companies and the museum. Shipping, customs and insurances. co-ordinating building and dismantling of exhibition, catalogue texts and translations.
- 05.2011 - 12.2011 Finnish Institute in Estonia, Estonian Design Centre, Tallinn, Program Manager  
A co-operation project between the Finnish Institute in Estonia and Estonian Design Center  
• Developing design cooperation and connections between Finland and Estonia: Media communication, designer visits and lectures and creating spaces for designers to meet.  
• Preparing and executing the Institute's projects for Helsinki World Design Capital 2012.  
• Funding applications: Finland and Estonia.
- 09.2010 - 11.2011 FinNoir, Helsinki/Paris, Programme Director  
Exhibition on Finnish fashion design, Paris Fashion week 2011.  
• Responsible for overall running of the project, concept development and content for exhibition.  
• The design and building of the exhibition together with the architects.
- 04.2006 – 09.2006 Links of London Jewellery, London, Creative Assistant  
• Designing and manufacturing corporate and bespoke orders, London, New York and Hong Kong.  
• Designing packaging and assisting in product development.  
• Manufacturing mens jewellery and leather products.  
• Working with clients such as Augusta National, Clinique and Manchester United.
- 08.2002 – 09.2004 The Design Laboratory, London, Designer/Project Manager  
• Multidisciplinary product design, interior design, graphic communication design and design research.  
• Clients include Michelin, Habitat, Sotheby's and Vodafone.
- 2005 – 2012 Other projects  
2012 Öö-Was It a Dream, Nordic design exhibition. Project Manager, Helsinki  
2009 8 + 8 Finnish and Swedish jewellery designers: Exhibition design for a touring exhibition  
2008 TaiK, Masters of Arts festival Helsinki: Design and production of the festivals city appearance  
2008 Clare Tough: Underwear packaging development and press pack for S/S 09 (Berlin, London, Milan)  
2007 Clare Tough: A/W 07 showroom room design, Paris and Milan Fashion Week  
2006 Rikke Jakobsen Studio (Italy): Design development, Rome  
2006 Clare Tough: Assisting with S/S07 Fashion Show at London Fashion Week  
2006 Carlos Rico: jewellery design S/S07 menswear collection 'Juvenile delinquent'  
2005 Naked Communications/Heineken: design and production of promotional products  
2005 Lailatay Design Partnership: jewellery design for Ryui House; sold in Selfridges and Kabiri UK

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## Education

2020 - present	BA XR Design Metropolia University of Applied Sciences, Helsinki
2010	MA Applied Art and Design Aalto University, School of Arts, Design and Architecture, Helsinki
2002	BA Hons, Ceramic Design Central Saint Martins College of Art and Design, University of the Arts in London

## Volunteer work 2016 - on going

Mentoring volunteer in the Startup Refugees creative program.  
Designing jewellery and supervising the manufacturing workshops.  
startup Refugees: <https://startuprefugees.com/>

## Languages

Finnish: native language  
English: full professional proficiency (studied and lived in the UK for 10 years)  
Swedish: limited working proficiency  
Italian: limited working proficiency  
Estonian, German, Portuguese: beginner level

## Technical skills

3D CAD & AM: Rhino 3D, ArchiCAD (basics)  
3D modelling & game engines: 3DS Max, Blender, Maya, Unity, Unreal Engine  
Adobe: Acrobat, Illustrator, InDesign, Lightroom, Photoshop, Dimension. Substance package. Basics: Cinema 4D, Premier Pro & Rush.  
3D printing methods for production, 3D scanning (LiDar, ArtecLeo), Motion Capture experience (Xsens)  
Learning C#  
Microsoft Office: Excel, Word, Powerpoint, Apple: Pages, Numbers, Keynote  
Marketing analytics: Google Analytics and basic tools for social media analytics

## Published articles and talks by Lotta

- Percent for Art - On the Road, Spring - Autumn 2015 <http://prosenttiperiaate.fi/tienpaalla/>
- Evaluator, MA jewelry final work 2013, Aalto University, Helsinki
- ELO, Tuglas Association magazine, 2.2012, Uusi kohtaa vanhan, Muotoilun rohkeita yhdistelmiä
- Fashion export talk 15.12.2011, Disainikeskus, Tallinn
- Disainikeskus news letter, NJAL Stefan Siegel interview, 22.12.2011 Disainikeskus news letter
- Turun Sanomat 27.6.2007, Rooman maanalainen maailma
- Turun Sanomat, TS-Extra 6.1.2007, Il tango é la mia passione! M.A. Numminen vei tangon ilosanomaa Italiaan jo toistamiseen
- Turun Sanomat 8.11.2006, Vatikaanin parkkitalon alla voi tutustua antiikin Rooman hautausmaahan
- Turun Sanomat, TS-Extra 15.10.2005, Jumalten kyneleitä ja tähtien sirpaleita