

## CONTACT

FINLAND  
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# CV ANTON WIKSTEDT

## A CREATIVE DESIGN THINKER, A MULTI- AND INTERDISCIPLINARY PROBLEM SOLVER

I am a creative mind and critical design thinker with a strong retail background. I excel in future oriented smart and sustainable design, and I master commercial thinking and product development.

I have the ability to create compelling concepts through conceptualization and service design. I am very reflective, and I seek to create meaning in the work I do - I value details and stories. I have a deep understanding in branding and target group thinking. My analytical nature and interdisciplinary background make me skilled in research. For instance I teach future research in clothing industry specified area and my bachelors thesis was noted by Finnish Design Academy as a part of their article series on accomplished theses in spring of 2020.

I am outgoing, trustworthy and methodical with a high work morale. I truly enjoy working with people and a natural part of my character is my genuine cheerfulness which often influences my colleagues. I am experienced in project management and am often described as a vital member of the team. I have done collaborations with companies and institutions in Finland and internationally.

I am passionate about what I do and want my work to last the test of time.

## SOFTWARE

Adobe CC  
Microsoft Office  
Google Apps  
Grafis Software  
Lectra Modaris  
Tajima Software  
Miro  
Mural  
SAP (ERP)

## LANGUAGE

●●●●● Finnish (native)

●●●●● English C2

●●●●● Swedish C1

## TOP SKILLS

Design Thinking  
Project Management  
Product Development  
Future Research  
Service Design  
User Experience  
Concept Development  
Product Graphics  
Sustainable Design  
Target Group Thinking

## RELEVANT EXPERIENCE

### Freelancer

Anton Wikstedt

6/2020 – CONTINUING

Sustainable and intelligent design. Customer- and user-driven design processes by applying design centered thinking, design culture and design methods, industry-specific materials, and manufacturing methods. Usage of business and entrepreneurship perspectives. Utilization of digital design methods and technology at work.

### Teacher

XAMK, South-Eastern Finland University of Applied Science, Kouvola

2/2022 – 6/2022

Teaching future research in clothing industry specified area. Outlining the possible, probable and desirable futures and how to implement them in design process, including different methods of future research in the development of work and profession.

### Sales Associate

Hugo Boss Finland Oy, Espoo & Tampere

3/2018 – 8/2018 & 2/2019 – 9/2019

I maintained the store, as well as the retail space, and communicated with the warehouse. I built long-term customer relationships and a lasting customer base through high-quality personal service, public relations events and advertising campaigns. I achieved, and exceeded, sales targets by closely following both personal and store-specific sales targets. I also hold positions of responsibility when I replace a store manager.

## RECOMMENDATIONS

I will provide contact information upon request.

## CERTIFICATIONS

Driver's Licence – B | Trafi  
JUN. 2006 – JUN. 2058

## HOBBIES

As in working life, in my free time I like to set myself planned goals. It is important to me to achieve goals and to develop and transcend myself.

Cycling & Randonneuring  
Drawing and Painting  
Hiking and Camping  
Swimming  
Jogging  
Kayaking  
Yoga

## SELECTED PROJECTS

### **SVALA**, 2022-2023

- Product development
- Service design

### **METSÄHALLITUS**, 2022

- Strategic service design

### **LAPLAND UNI**, 2022

- Service design

### **HAAPALA BnB**, 2021-2022

- Story-based service design

### **AW.HOC**, 2020

- Product development

### **SYNESTHESIA**, 2020

- Creative project management
- Concept design
- Event production

### **CLUSIUS**, 2019

- Product development

### **PURA**, 2018.

- Product development

## Sales Associate

Diesel Denmark ApS, Finnish Branch, Helsinki

7/2015 – 3/2018

I worked for personal sales and quality customer service at a Diesel stone foot shop. I reached personal my sales goals, and I supported the store's team-specific store to achieve the objectives. I maintained long-term customer relationships and created new lasting customer relationships with high quality service through. I was also responsible for the maintenance of the store. My job also included visual sales promotion planning and maintenance (VM).

## Department Head / Salesperson

Stockmann Oyj, Helsinki

5/2010 – 10/2014

I built and maintained brand shop-concepts according to the guidelines of the brands with regular and seasonal products. I achieved the set sales targets with the help of quality sales. I was also responsible for communication with Buyers and brand representatives. I was in responsible for brands like: D&G, Diesel, John Galiano, Knowledge Cotton Apparel, Paul Smith, Ted Baker and Stone Island.

## RELEVANT EDUCATION

### **University of Lapland**, Rovaniemi

8/2021 – 5/2023

#### **Master of Arts | Arctic Art & Design**

International Master's degree programme. A multidisciplinary approach to design, critical design research and service design. A collaborative and interdisciplinary working, community and environment centered design. In addition, studies in socially engaged art, public art, applied visual arts and arts-based research.

- Project management in the creative industries
- Educational project working
- Independent creative consultancy
- Environmental art in partnership
- Public art
- Community-based art
- Education (adult and community based)

### **Häme University of Applied Sciences**, Hämeenlinna

9/2016 – 6/2020

#### **Bachelor of Culture & Arts | Fashion Design**

Managing the principles of sustainable and smart design. Customer- and user-driven design processes by applying design centered thinking, design culture and design methods, clothing industry-specific materials, and manufacturing methods. Usage of business and entrepreneurship perspectives. Utilization of digital design methods and technology at work.