

# CV – Inka Mattila a.k.a. Inkeri Mark

## Designer • Artist • Thinker

📍 Espoo & online | [inka.l.mattila@gmail.com](mailto:inka.l.mattila@gmail.com) | +358 40 564 3833 | @inkerimark

**Designer (M.A., Aalto University), specialized in service design and user-centered design.** The practice is complemented by strong artistic expression and philosophical thinking, which bring creativity, depth, and multidisciplinary to the overall perspective.

Further project information and references: [www.inkerimark.com/en](http://www.inkerimark.com/en) →

Extended CV and role descriptions: [LinkedIn](#) →

## WORK EXPERIENCE

### Creative Content Creator & Philosophical Influencer | @inkerimark 2023 –

- Shares insights and philosophical reflections on life across social media through videos, writing, and a podcast (TikTok, YouTube, Instagram, Threads, Substack, Spotify).
- Approaches content creation like a designer: by listening to people, recognising emotions and needs, and articulating phenomena in ways that resonate and open new perspectives. The content stems from compassion, presence, and a desire to give language to the human experience.
- Has built an audience of several thousand followers and created hundreds of pieces of content, many of which have gone viral (100K+ views). The content inspires creativity, compassionate self-reflection, and deeper self-understanding.
- Also shares visual art and its creation processes as part of a broader creative practice.

### Service Designer & Creative Consultant (freelance) 2018–2024

- Delivered design partnerships particularly with early-stage entrepreneurs, solopreneurs, and small teams – both in individual projects and in long-term client relationships.
- Developed customer experience and brand identity, designed service journeys, and carried out UI/UX design and website development.
- Produced diverse content, including photography, videography, editing, and graphic design.
- Built and improved administrative processes (e.g., bookkeeping, client communication) and handled a wide range of assistant tasks, including supporting promotional and social media shoots.
- **Key achievement:** Supported the business growth of a service-based entrepreneur – from a sole proprietorship to a limited company, with revenue reaching six figures. Over a 3-year collaboration, the total turnover grew to nearly half a million euros.

### Graphic Design Intern | Timpurilta Talo Oy 2018

- Designed and implemented the company's visual identity and website.

## EDUCATION

### Aalto University School of Arts, Design and Architecture (Aalto ARTS)

- *Master of Arts, Master's Programme in Design, specialization in Service Design and User-Centered Design, (degree completed in English)*
- Minor: Business in the creative field (Uniarts)

### Aalto University School of Arts, Design and Architecture (Aalto ARTS)

- *Bachelor of Arts, Design*
- Minor: Strategy and Experience Design (Aalto BIZ)

### Helsingin Evankelinen Opisto (HEO)

- *Graphic Design*

## CERTIFICATES & OTHER

- Licensed Practitioner of NLP™, NLP Akatemia
- Tutor, Aalto University
- Driver's License (B)

## SKILLS

- **Languages:** Finnish (native), English (excellent).
- **Software:** Adobe CC (Premiere Pro, InDesign, Photoshop, Illustrator, Acrobat), MS Office, Google Workspace, Miro, Wix, Zoom (+ basics: Adobe Lightroom, Figma)