CV – Inka Mattila a.k.a. Inkeri Mark

Designer | Artist | Thinker

📍 Espoo & online | inka.l.mattila@gmail.com | +358 40 564 3833 | LinkedIn → | www.inkerimark.com →

A creative professional integrating three roles. 🧩 As a designer (MA, Aalto University), specialized in service & collaborative design, with several years of experience in developing customer experiences and business design. 🎨 As an artist, visually insightful, expressive, and skilled in creating visual material. 🧠 As a thinker, structures and articulates complex phenomena for an audience of 15 000+ followers.

WORK EXPERIENCE

Development of a personal brand and digital content concept (social impact) **2023 –**
Inkeri Mark | @inkerimark

- Built a multi-platform personal brand and a content concept grounded in reflective thinking (TikTok, YouTube, Instagram, Threads, Substack, Spotify)
- An engaged audience of 15 000+ followers and multiple pieces of content exceeding 100,000 views
- Applies design thinking, user-centered principles, and NLP tools to articulate phenomena and structure experiences
- Develops content iteratively based on audience feedback, conversations, and data
- The content supports self-awareness and reflective thinking; it has received extensive audience feedback for its meaningfulness and its impact on deepening self-understanding and encouraging more authentic self-expression
- Also shares visual art and creative processes as part of the overall creative practice

Service Designer & Creative Consultant (freelance) **2018 – 2024**
A sole entrepreneur

- Acted as a design partner for expert entrepreneurs in individual and long-term projects, supporting business operations, customer experience, and brand through service design methods
- Built long-term client relationships and managed multidisciplinary design initiatives from concept development to implementation
- More detailed information on longer client engagements (POWERFUL AF Oy and Timpurilta Talo) is provided below

Executive Assistant to CEO, Service Designer, Creative Consultant (freelance) **2020 – 2023**
POWERFUL AF Oy | Kaisa Merelä @kaisaminni

- Developed business structures, processes, and customer experience in close collaboration with leadership, contributing to the company's growth from a sole proprietorship to a limited company and to six-figure revenue (approx. €500,000 in three years), strengthening operational consistency and growth capacity
- Acted as a thought partner to the CEO in strategic and artistic decisions, supporting clearer business direction, higher-quality decision-making, and the consistent development of the brand
- Built, systematized, and maintained administrative and operational processes (invoicing, customer register of 3,000+, customer service, bookkeeping), streamlining daily operations, freeing up resources for core activities, and enabling controlled business growth
- Clarified the tone of voice in customer communications and refined service journeys, improving customer experience and engagement while strengthening brand clarity and credibility
- Iteratively developed the company's website interface and usability and built an extensive FAQ system, improving access to information, reducing customer service workload, and streamlining purchasing processes
- Designed sales pages, e-commerce structures, and email automations to support the customer journey, strengthening coaching sales and enabling a scalable digital sales model
- Participated in the launch of over 20 online coaching programs as a technical specialist and gathered feedback to support ongoing development, improving implementation efficiency, program quality, and customer experience
- Produced visual, video, and other media content and assisted in marketing and social media shoots, increasing the impact of marketing materials and strengthening the company's visibility

Media Generalist, Service Designer & Consultant (Freelance) **2018 – 2024**
Timpurilta Talo Oy

- Designed the company's complete visual identity (logo, color palette, typography) and built the website to a publication-ready state, creating a cohesive brand identity, strengthening a professional image, and laying the foundation for a scalable brand (Graphic design internship, 2018)
- Maintained and developed the website and implemented a media kit integration in collaboration with the client, clarifying the value offered to partners and supporting the development of commercial collaborations
- Produced and edited video and image material for YouTube content and handled the channel's administrative tasks, improving production efficiency, enhancing quality, and strengthening audience engagement
- Provided consulting on the development of customer experience, brand, and commercial partnerships, helping identify new opportunities and strengthening the company's strategic direction

EDUCATION

Master of Arts (MA), Design **2021 – 2024**
Aalto University School of Arts, Design and Architecture
- Specialization: Service and Collaborative Design (degree completed in English)
- Minor: Business in the creative field 20 cr, Uniarts Helsinki

Bachelor of Arts (BA), Design **2018 – 2021**
Aalto University School of Arts, Design and Architecture
- Minor: Information Technology Programme, Strategy and Experience Design track 24 cr, Aalto BIZ

Graphic Design **2017 – 2018**
Helsinki Evangelical College (HEO)

CERTIFICATIONS & OTHER ACTIVITIES

NLP Academy, Ilkka Rajala **2024**
Licensed Practitioner of NLP™
- NLP (Neuro-Linguistic Programming) is a method that studies the structures of the mind and interaction, offering practical tools for personal development, improving thinking and communication, and strengthening mental resources.
- More information: www.nlp-akatemia.fi/mita-on-nlp

Student Tutor **2019 – 2020**
Aalto University School of Arts, Design and Architecture
- Guided and supported approximately 30 first-year students together with two fellow tutors, and was responsible for key communications and practical guidance at the start of their studies.

LANGUAGES & TECHNICAL SKILLS

- **Languages:** Finnish (native), English (excellent)
- **Design tools:** Adobe CC (Premiere Pro, InDesign, Photoshop, Illustrator, Acrobat), Miro (basics: Adobe Lightroom, Figma)
- **Business applications:** MS Office (Word, Excel, PowerPoint, Outlook), Google Workspace (Docs, Sheets, Slides, Drive, Gmail, Calendar, Hangouts, Forms), Wix website builder, Zoom, Zervant, eTasku