

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

Designer | Artist | Thinker

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A creative professional integrating three roles. **As a designer** (MA, Aalto University), specialized in service design and user-centered design, with six years of experience in developing user experiences and business. **As an artist**, visually insightful, expressive, and skilled in creating visual material. **As a thinker**, structures and articulates complex phenomena for an audience of 13,000+ followers.

## WORK EXPERIENCE

### Development of a personal brand and digital content concept (social impact)

*Inkeri Mark | @inkerimark*

2023 –

- Built a multi-platform personal brand and a content concept grounded in reflective thinking (TikTok, YouTube, Instagram, Threads, Substack, Spotify).
- An engaged audience of 13,000+ 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, developing business, customer experience, and brand through service design in both individual projects and long-term client engagements.
- Built comprehensive solutions from strategy to implementation, strengthening companies' ability to develop their operations in a user-centered way, reinforce their market position, and clarify their service offerings.
- 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

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### Master of Arts (MA), Design

2021 – 2024

*Aalto University School of Arts, Design and Architecture*

- Specialization: Service Design and User-Centred 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

### Helsinki Evangelical College (HEO)

2017 – 2018

*Graphic Design Program*

## CERTIFICATIONS & OTHER ACTIVITIES

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### 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](http://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

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- **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