

CV – Inka Mattila a.k.a. Inkeri Mark

Designer • Artist • Thinker

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

Designer (M.A., Aalto University), specialized in service design and user-centered design. Artistic and philosophical backgrounds strengthen creativity and the ability to see things from multiple perspectives.

More information on projects and extended role descriptions:

www.inkerimark.com/en → (Projects & References)

[LinkedIn](#) → (Extended role descriptions)

WORK EXPERIENCE

Creative Content Creator & Philosophical Influencer | @inkerimark 2023 –

- Sharing philosophical reflections and insights through videos, texts, and podcasts (TikTok, YouTube, Instagram, Threads, Substack, Spotify).
- Applies design and ecosystem thinking as well as NLP techniques in content creation. The work is guided by empathetic listening and understanding of people's needs in line with co-design principles.
- Built an audience of several thousand followers and created content that inspires creativity, compassionate self-reflection, and self-awareness.
- Also shares visual art and artistic processes as part of broader creative content.

Service Designer & Creative Consultant (freelance) 2018–2024

- Design partnerships with companies in both individual projects and long-term collaborations.
- Tasks included customer experience and brand development, service journey design, UI/UX design, and website development.
- Content creation: photography, video production and editing, graphic design, and assisting in promotional and social media productions.
- Administrative processes, client communication, and assistant duties.
- **Key achievement:** supported a knowledge entrepreneur's business growth – 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) 2021–2024

- *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) 2018–2021

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

Helsingin Evankelinen Opisto (HEO) 2017–2018

- *Graphic Design*

CERTIFICATES & OTHER

- Licensed Practitioner of NLP™, NLP Akatemia 2024
- Tutor, Aalto University 2019–2020
- Driver's License (B) 2016

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)