

Eerika Minkkinen

UX Researcher & CX Designer

Multidisciplinary Service & UX Designer with 4+ years of experience helping organisations understand user needs and improve services through research, collaboration and strategic design. Worked with clients across the pharmaceutical, public and housing sectors, delivering research, workshops and recommendations that informed decision-making and service development. My background in international consultancy and freelance design has strengthened my ability to collaborate across disciplines, communicate complex information clearly and support organisational change.

EXPERIENCE

CX and Visual Designer at **Hellon**

JANUARY 2021 - FEBRUARY 2025

- Conducted qualitative and survey-based research, synthesising insights into strategic recommendations for pharmaceutical, public and private sector clients.
- Collaborated with multidisciplinary teams and stakeholders to define opportunities and support service development.
- Facilitated workshops and stakeholder sessions to align teams and gather requirements.
- Coordinated project planning, documentation and communication across multiple stakeholders.
- Created reports, presentations and visual frameworks to communicate findings and support decision-making.

Freelance Designer at **Eerikami**

AUGUST 2020 - PRESENT

- Collaborate with startups, clients and design consultancies across user research, service design, branding and strategic communication projects.
- Develop brand identities and design systems through research, stakeholder workshops and visual communication, including for a Lausanne-based AI startup.

Project assistant for **Finnish Design Academy**

MARCH 2019 - DECEMBER 2021

- Supported project delivery through event coordination, interview assistance and graphic design. Contributed flexibly across tasks to ensure smooth project execution.



📍 LAUSANNE, SWITZERLAND

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⚡ EXPERTISE

User Research & Insights

Interviews, surveys, qualitative analysis and insight synthesis to uncover user needs, behaviours and opportunities that inform decision-making.

Workshop Facilitation & Collaboration

Co-creation, stakeholder engagement and workshop facilitation to build shared understanding, align teams and support decision-making.

Visual Communication & Brand Design

Visual storytelling, design systems and communication materials using Adobe Creative Suite, Figma and presentation tools.

AI & Digital Workflows

Exploring AI-supported workflows for ideation, research synthesis and concept development.

EDUCATION

MA Collaborative and Industrial Design, Aalto University

SEPTEMBER 2021 - DECEMBER 2025

- Worked on real-world design challenges, strengthening skills in human-centred research, strategic thinking, facilitation and cross-disciplinary collaboration.
- Built experience in leading complex design projects and creating solutions that connect user needs, business goals and societal contexts.
- Thesis: An 89-page research publication exploring emotional intelligence in service design, independently researched, written and designed, published by Aalto University Library.

BA Industrial Design, Metropolia University of Applied Sciences

SEPTEMBER 2017 - JUNE 2021

- Built a foundation in human-centred design through industrial design studies, exploring how products, users and environments interact.
- Developed skills in research, concept development, prototyping and visualisation through practical design projects.

Design marketing, Helsinki Design School

SEPTEMBER 2016 - JUNE 2017

EXCHANGE SEMESTERS

Listaháskóli Íslands, Iceland University of Arts

AUGUST 2024 - JANUARY 2025

- Participated in a 5-month Erasmus exchange.
- Focus on Arctic Design and new environments
- Expanded my perspective on how design can communicate values, create experiences and respond to broader societal contexts.

Industrial Design, Nuova Accademia di Belle Arti Milano

SEPTEMBER 2019 - MARCH 2020

- Participated in a 6-month Erasmus exchange, collaborating with a diverse multicultural team and gaining experience in cross-cultural design practices.
- Explored experimental approaches to materials, social and environmental design and luxury design through hands-on projects.

🌐 LANGUAGES

Finnish (Native)

English (C2)

Swedish (C2)

French (A1, in progress)

German (A1, in progress)

💖 VOLUNTEERING

- *Facilitation, Event organising, **Service Design Disrupted Conference 2026***

- *Social Media Manager, **Service Design Drinks Zurich***

♥ INTERESTS

- *Psychology and human behaviour*
- *Living mindfully and values-driven life*
- *Hiking & running*
- *Interior design, painting and crafts*