



My Portfolio ↗

About Me

I'm a UX/UI and product designer. I work across the whole path — from the first questions about a problem to the interface people end up using: research, flows, UI, and the design system underneath.

My first degree is in psychology, which is where the research half of my work comes from: talking to the people who actually do the job, and usability testing. I have also taught design to around 30 students, and mentored a junior designer through his first months.

Most of my work has been remote, in cross-functional teams. I build design systems meant to hold up after handoff, and I know enough of the stack to talk things through with engineers rather than hand over a picture.

I also build what I design — vibecoded rather than hand-written. With AI tools like Claude Code I can take a design to a working interface, so an idea can be tried for real instead of staying a mockup.

Education

Tampere University

UX/UI Design

Jun 2025 — 2026

Stadin AO

Media and Visual Communication

Jan 2023 — Jun 2025

Skillbox

Mobile App Designer · UX/UI Designer

Jan 2020 — Jun 2022

Petrozavodsk State University

Bachelor of Psychology

- The foundation for the research half of the job — user interviews and usability testing.

Sep 2011 — Jun 2014

Languages

English – Upper-Intermediate

Finnish – Upper-Intermediate

Russian – Native / Bilingual

Violetta Suokas

UX/UI & Product Designer

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Skills

Design: UX / UI Design • Product Design • User Flows • Prototyping • Interaction Design • Design Systems • Component-based Design • Accessibility • Visual & Motion Design • UX Writing

Research: Discovery interviews • Usability testing • Field research • A/B testing • Competitive analysis • Product analytics

Mentoring & direction: Design direction • Mentoring & teaching • Curriculum design • Helping with hiring decisions • Stakeholder communication

Storytelling: Pitch decks • Product narrative • Content structure

Product focus: B2B & B2C • SaaS platforms • AI products • E-commerce • Mobile apps • Dashboards • Landing pages

AI & Vibecode: Claude Code • Codex • ChatGPT • v0 • Higgsfield (AI video & image) • Interfaces for AI automation • Prompt Design • AI in UX

Build: Vibecoding with AI (Claude Code) • Frontend for sites and MVPs • Choosing a stack to fit the product • Writing precise prompts for the build • Reading code — HTML, CSS, JS — without writing it by hand • Knowing a stack well enough to choose it — React, Next.js, Vercel, Supabase, databases • Developer handoff

Collaboration & Process: Working with engineers & AI specialists • Cross-functional teams • Agile • Design reviews

Tools: Figma • Illustrator • Photoshop • After Effects • Spline • Jitter • VS Code • GitHub • GitLab • Jira • Miro • Notion • GPT • Claude • Codex • Gemini • Midjourney • Higgsfield • Krea

Experience 5+ years

Senior UX/UI & Product Designer

Aug 2025 — Present

[Smartstorify](#), Finland · Remote

AI platform that helps enterprises and MSPs cut storage costs and stay compliant by finding redundant, high-cost unstructured data across on-prem and cloud.

- Joined when the product was a command-line prototype and led the design side of taking it 0→1 — information architecture, design system, product and marketing UI, and the frontend build.
- Take the product to a level it can be demonstrated at, and build the materials that explain it — structure and content, not only the visuals.
- Ran discovery sessions with people from the storage and compliance world, to check the product against how the work is actually done.
- Help with hiring decisions — I join candidate interviews, developers and AI specialists included.
- Designing both the marketing site and the AI product, and vibecoding the frontend for them.
- Designing the interface for the platform's conversational AI and its patent-pending semantic object generation, so that large taxonomies and petabyte-scale analysis can be read and acted on.
- Turning infrastructure analytics into dashboards for storage tiering, duplication, orphaned data and compliance (GDPR, HIPAA, SOX).
- Working on the design system and the core product flows as the product grows.

[Vega Business Intelligence](#), Uusimaa, Finland · Hybrid

Designed Eiffels (eiffels.ai) — a B2B AI product for the construction industry, fully integrated into WhatsApp.

- Reworked the reporting flow with the team — from long office forms to something that fits the site itself: one hand on the phone, gloves on, standing outdoors. Around 7 steps became 3.
- Went out to the sites to see the work in its own conditions, and ran ~8 interviews — with the builders filling the reports in and the managers reading them afterwards.
- Ran two moderated group usability sessions of four people each, to see where people actually tapped and hesitated.
- A/B tested the reporting flow instead of guessing — the shorter guided path won.
- Designed the multilingual conversational flows — forms, reporting, voting and AI translation — inside WhatsApp, where the crews already are.
- Helped bring WhatsApp, the public website and the internal dashboard into one experience.
- Worked on the design system — components, states and interaction guidelines.
- Designed a data-driven dashboard UI for field reports, statuses, and user permissions.

Tools & technologies: Figma, Illustrator, Photoshop, VS Code, ChatGPT, Miro

Graphic & UX/UI Designer

Sep 2022 — Aug 2025

Freelance, Remote

End-to-end digital design for client websites, mobile UIs, and brand systems across energy, retail, and tech sectors.

- Responsive websites and visual identity systems — logos, palettes, typography, brand books.
- Built and maintained design systems for UI consistency and developer handoff.
- Animated logos and micro-interactions.

Tools & technologies: Figma, Illustrator, Photoshop, WordPress, After Effects, ChatGPT

Product Designer / UX UI (Project-based)

May 2025 — Jul 2025

[AinaOpen](#), London, England · Remote

Touchscreen interface for AI-powered smart fridges used in public and industrial environments. A short engagement: the prototype existed but was awkward to use, and my job was to make it work for the person standing in front of it.

- Studied how comparable vending and smart-fridge systems handle the same moments — selection, age checks, payment, receipt — and rebuilt the interaction on what already works for people at a machine.
- Reworked the existing prototype's UX/UI, from interaction structure to tactile interface elements.
- Developed age-restricted purchase validation (K-18), contactless payment, and QR-based receipt retrieval.
- Built and documented a component-based design system for the hardware installations.
- Made all the graphics and animations for the screen — the machine has one surface and no second chance to explain itself, so motion carries the feedback.
- The product is now in market and being installed: AinaOpen sells the cabinets with 99%+ recognition accuracy and up to 95% shelf utilisation, from a single unit to multi-cabinet micromarkets.
- Designed for the machine's real conditions — standing users, glare, gloves, one screen, no second chance.

Tools & technologies: Figma, Illustrator, Photoshop, After Effects, ChatGPT

Graphic Designer, Media

Jan 2023 — Jun 2025

Studio SQUARE ORANGE, Finland · Hybrid

Visual design and teaching at a creative studio combining in-house media production with a design school for teenagers.

- Designed marketing creatives for social media, online ads, and print (Meta Ads, brochures, posters, banners).
- Maintained company websites (WordPress) and produced visual assets for events and campaigns.
- Shot and edited video content — performances, educational clips, and promos.
- Wrote the curriculum and taught three courses at the studio — UX/UI design, mobile app design, and graphic design — to around 30 high-school students, guiding them from the basics to finished, independent work.

Tools & technologies: Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Figma, WordPress

UX/UI Designer, Graphic Designer

Nov 2021 — Jan 2022

Mainostoimisto Halo, Finland

Cross-platform mobile game interface and visual design system for iOS and Android.

- Designed the complete game interface — navigation, player HUD, menus, and system feedback.
- Illustrated all characters, scenes, and visual effects by hand, from concept to polished assets.
- Built a unified UI style guide tailored to iOS & Android gaming conventions.

Tools & technologies: Figma, Photoshop, Illustrator, After Effects

UX/UI Designer, Graphic Designer (Internship)

Dec 2020 — Nov 2021

Mainostoimisto Halo, Helsinki, Uusimaa, Finland

First production design work — building UX/UI and graphic design foundations.

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