

# Joonas Virtanen

Experience Designer / Creative Director

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## Biography

I am an experience designer, creative director, entrepreneur, proud nerd, music junkie and an outdoor aficionado with an infinitely curious mind. In addition to leading experience design at Purpose in NYC, I'm also Co-Founder & Creative Director of both Contrast, a UX/UI design agency, and Smarp, a fast-growing international SaaS-startup. I am a hybrid thinker, a combination of an experience designer and an experience strategist, reconciling the skill sets and thinking styles of these two different disciplines. Select clients I've worked with include UN Environment, Nike, FWD.us, WHO, Unicef, Ratiopharm and Starbucks.

## Social

**in** /joonasvirtanen  
**tw** @joonasvirtanen  
**ig** @joonasv  
**vk** @joonasvirtanen

## Work Experience

### ● Associate Creative Director

Purpose NYC | 2016 - Present

Responsible for experience design craft at Purpose, from idea development to designing pixel-perfect interfaces to bringing the ideas to life. Leading clients and creative teams through the design process to make with technology-driven experiences and campaigns.

[www.purpose.com](http://www.purpose.com)

### ● Co-founder, Creative Director

Contrast Digital Agency | 2012 - Present

Managing creative output while also doing hands-on UX/UI design and branding. Overseeing projects and leading and mentoring design team as creative director. Winning client accounts globally. Helped grow company revenues more than 100% every year since business inception.

[www.contrast.agency](http://www.contrast.agency)

### ● Partner, Lead Designer

Smarp | UX & Creative Director 2012 - 2016, Partner 2016 -

Joined 2 weeks after the inception of the startup and oversaw all creative functions including product design and marketing. Helped scale up the marketing team. The company now employs 70 people worldwide and has a valuation of over \$25 million. I remain a partner and shareholder at Smarp.

[www.smarp.com](http://www.smarp.com)

## Education

### ● MSc, Strategic Design & Management

NYC | Parsons the New School for Design | 2014 - 16

Unlike traditional master's degrees in design and management, the MS in Strategic Design and Management incorporates design thinking, service design, design strategy & management, as well as sustainability frameworks. Students are exposed to real-world perspectives on business, design innovation, design research, etc.

### ● Minor, International Business

Santiago, Chile | Universidad de Chile | 2013

### ● BScBA, International Business

Helsinki, Finland | Helsinki School of Economics (currently Aalto University School of Business) | 2010 - 13

## Design Skills

Sketch	████████████████████
Photoshop	████████████████████
Premiere	████████████████████
InVision	████████████████████
Principle	██████████████████
After Effects	██████████████████
Webflow	██████████████████

Framer, Keynote, Google Suite, etc.

## Code Skills

HTML5	Excellent
CSS3	Excellent
JS	Familiar
THREE.JS	Familiar
WEBGL	Familiar
PHP	Familiar

## Strategic Skills

UX Design, Rapid Prototyping, Design Thinking, Design Sprint Methodology, Design Research, Art Direction, Creative Direction, Branding, Digital Marketing, Business Model Development, Startups

## Language Skills

English	Full professional proficiency
Finnish	Native proficiency
Spanish	Full professional proficiency
Swedish	Limited working proficiency
German	Elementary proficiency
French	Elementary proficiency



Countries visited: 42 / Countries lived in: 4