

Venla Inkari

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Braddon, ACT, Australia

Senior Product Designer with six years of experience. Strong record of achieving business results with human-centred design facilitated by an end-to-end approach spanning from research to experimentation and design implementation.

PROFESSIONAL EXPERIENCE

Dec 2022 - Jan 2024

Helsinki, Finland

AIVEN (CLOUD BASED DATA PLATFORM)

Senior Product Designer

- Led design for several growth and core product initiatives. Significantly improved trial conversion for self-serve customers by 14%, product adoption in the trial user segment by 34%, and 100% increase in new monthly active user signups.
- Presented design recommendations to C-level executives, securing buy-in for a visual identity redesign and alignment on design direction for Aiven's free tier.
- Conducted user research to uncover new use case patterns and designed growth experiments to assess upmarket opportunity validation for the enterprise segment.
- Received Aiven's 2023 Employee of the Year award.

Aug 2021 - Nov 2022

Helsinki, Finland

Product Designer

- Simplified the user experience for signup flow, resulting in an 11% increase in new user signup rates.
- Streamlined creating and configuring data integrations (Kafka Connectors), ensuring consistency with the evolving design system guidelines.
- Led user research for growth experiments, including user interviews, usability testing, and insight synthesis. Distilled research findings to drive product-led growth initiatives.

Jan 2020 - Aug 2021

Helsinki, Finland

CGI (IT CONSULTING)

Product Designer

- Led design from ideation to development for a new product for ISS A/B, merging three legacy services into one user-centric solution.
- Built strong client partnerships by introducing the Design Sprint methodology as an effective way to kick off client projects and co-design user-centric solutions that meet business goals.
- Spurred with three engineering teams to maintain design system consistency across internal and client projects, ensuring accessible and high-quality solutions.

Jun 2018 - Sep 2019

Helsinki, Finland

FINNISH ART COLLECTIONS (ART COLLECTION SOFTWARE)

UX Designer

- Optimised user experience of art collection management software based on user feedback and support requests.

Jun 2017 - Nov 2017

Helsinki, Finland

UI Developer Trainee

- Localised art collection management ASP.NET software.

ENTREPRENEURIAL EXPERIENCE

Sep 2018 - Jan 2021

Helsinki, Finland

AVOIN (NON-PROFIT, CLIMATE TECH)

Founding Product Designer, Advisor and Board Member

- Collaborated with strategic partners, researchers, and developers to design and launch a sustainability map that visualises the carbon balance stored in soil and trees across all Finnish forests and peatlands.
- Rapidly iterated through prototypes and usability tests while steering our vision to create a scientifically based and traceable method of storing greenhouse gas emissions towards product market fit.
- Directed various business operations, from securing six-figure Euro funding to overseeing fiscal budgeting and annual reporting.

PROFESSIONAL DEVELOPMENT

- Reforge - Marketing Strategy (Summer 2022)
- Reforge - Growth Series (Fall 2021)
- AJ&Smart - Design Sprint Masterclass (2021)

EDUCATION

Jan 2015 - Jul 2018

Helsinki, Finland

HAAGA-HELIA, UNIVERSITY OF APPLIED SCIENCES,

Bachelor of Business Administration, Information Technology

- Credits accumulated towards bachelor's degree 201/ 210 ECTS.
- 3,6/5 GPA (0 = lowest and 5 = highest grade).

Core courses

- User Experience Design, Innovation and Project Management and Software Development