

LAURA VALOJÄRVI

CURRICULUM VITAE



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Education

DOCTOR OF ARTS, May 2021

Aalto University School of Arts,
Design and Architecture,
Visual Communication Design,
Department of Media

Exchange studies:

Cambridge School of Art, 2013

MASTER OF ARTS, 2009

University of Arts and Design Helsinki,
Bachelor's and Master's
programmes in Art Education,
Department of Art

USER INTERFACE DESIGNER, 2002-2004

Helsinki Polytechnic Stadia,
Target degree: Degree programme in
New Media Design, Online
communications and graphic design

MATRICULATION EXAMINATION AND GRAPHIC DESIGNER, 2000

High School of Salinkallio and
Lahti College of Arts and Crafts
(dual degree)

About me

I am a design researcher with a hands on approach. Because of my eclectic background, my professional skill set is very versatile: I hold excellent analytical skills and ability to understand and organize challenging data (*researcher in me*), ability to present complex information in an understandable and inspiring form to large, global audiences (*teacher in me*), exceptional visualization skills (*designer in me*), as well as increased ability to operate under pressure (*dates back to my history as a live TV graphic designer*). I'm very fast at adapting new knowledge and tools, and understanding the "bigger picture". However, because of my extrovert personality, I'm at my best when collaborating with other people and learning from them. I shine, when I'm trusted and given responsibility.



Experience

RESEARCHER

2012 - Present

Aalto University School of Arts, Design and Architecture, Helsinki

I defended my doctoral thesis in April 2021 at the Department of Media / Visual Communication Design. Title of the dissertation: *The Cycle of Creative Resources: The creative process and creative well-being from the perspective of picturebook illustrators*. Implementing several qualitative and quantitative research methods. Interviewing professional designers and analyzing the data. Organizing and categorizing large entities of information. Testing the reliability of the results, drawing conclusions. Lecturing for international audiences.

UNIVERSITY TEACHER AND LECTURER 2011 - Present

Aalto University School of Arts, Design and Architecture, Helsinki


Creating and teaching (in Finnish and English) bachelor's and master's level courses at the Departments of Media and Art. Being in charge of supervising visiting lecturers. Building and leading pedagogical teams. Collaborating with multiple corporations and other universities throughout the courses. In charge of supervising the master's thesis process of all the students of Visual Communication Design (fall 2020). Courses: Illustration Minor (combination of three courses), Professional Skills for a Designer, Illustration Studio, Art Meets Business.

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Technical skills

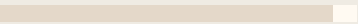
Adobe Photoshop, InDesign




Adobe Illustrator, Lightroom




MS Word, PowerPoint




MS Excel



Zoom, Teams, Flinga, Prezi



Wordpress, Divi



HTML & CSS



Business training

Online Business MBA, 2019

SOMBA by Sigrun Gudjondottir

Vocational qualification of
entrepreneurship, 2014

Naisyrittäjyyskeskus, Helsinki

Responsibilities

Member of the Finnish Jury

Nordic Council Children and Young
People's Literature Prize, 2021-2024

Member of the Jury

Finnish Post Art Award, 2017

Member of the Board

The Finnish Illustration Association,
2014-2017

Experience (continued)

OTHER ASSIGNMENTS IN AALTO

2012 - 2017

Aalto University School of Arts, Design and Architecture, Helsinki

- **Project coordinator.** Designing and executing international seminars and conferences with audience sizes from 100 to 300 people. Applying and coordinating external funding for the events, creating collaborating networks between different universities in United Kingdom and Nordic countries. Inviting and hosting guest lecturers from Finland and abroad. Inviting professional organizations (e.g. Grafia and the Finnish Illustration Association) as partners. Hosting the events. Department of Media, 2014, 2016.
- **Visiting lecturer** at various master's level courses, e.g.: Hybrid narrative, Discourse in Design, Professional Skills. Departments of Media and Art, 2012, 2014, 2015, 2017.
- **Research assistant** for professor Marja Seliger. Department of Media, 2016.
- **Master's thesis examiner** for multiple theses, Departments of Media, Art and Design.

ILLUSTRATOR AND GRAPHIC DESIGNER

2007 - 2021

Trade Name Laura Valojärvi / Tmi Laura Valojärvi, Helsinki

Being in charge of illustrating, designing and organizing large and complex design projects, for example, picturebook projects and website renewals. Handling entrepreneurial tasks: innovation and improvement of the products, planning, implementing and monitoring projects, analyzing the service journey, time management, social media marketing, website improvement, finances and networking. Clients eg: Finnish Post Group Ltd, WSOY, Suomen Latu Ry, Turun linna, Embassy of Finland in Paris, Karisto Oy, Putinki Ltd, Aalto University.

ART DIRECTOR

2001 - 2003

Filmiteollisuus Ltd, Funny-Films Ltd, Helsinki

Working as an art director and graphic designer in various live TV shows, for example: Jyrki, Jyrki Countdown, Mol.fi, Tuubi and Ensi-ilta. Making fast-paced design decisions under extreme pressure during the live broadcasts. Solving complex visual problems and renewing the graphic layout of the programs. Collaborating with the production team and the director.

Professional skills

- Analytics & research skills.
- Proactivity & social intelligence.
- International collaboration & global networking.
- Project & event coordination, facilitating & time management.
- Team building & strategic development.
- Visualization, design & creative thinking.
- Presentation, lecturing & education.
- Working under pressure and in fast-paced work environments.
- Entrepreneurial skills.
- Coordinating & applying external funding.
- Presenting & cooperating remotely.

Languages

- Finnish (native)
- English (fluent)
- Swedish (good)
- Danish (basics)

Interests

- Traveling, meditation,
website building, baking

Also lived in

- Copenhagen, London,
Paris, Cambridge