

LAURA VALOJÄRVI

CURRICULUM VITAE



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Education

DOCTOR OF ARTS, 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 designer, researcher and teacher 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 international audiences (*teacher in me*), exceptional design thinking 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

LEAD DESIGNER ON MEDIA AND LEARNING

August 2021 - Present

Omnia Education Partnerships (OEP), Espoo

Bringing high quality learning around the world, and communicating the training solutions in a visually understandable, inspiring, appealing, intriguing, encouraging, considerate, innovative and user-friendly way. Responsible for coordinating and implementing the visual communication design of the company. Development and project management of projects and trainings, especially in the field of business and entrepreneurship. Facilitating and leading research projects.

UNIVERSITY TEACHER AND LECTURER 2011 - 2021 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. Developing and designing learning materials both online and offline. Hosting webinars and producing videos for remote teaching. Collaborating with multiple corporations and other universities throughout the courses. In charge of supervising the master's thesis process of over 100 students of Aalto University.

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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

Naisyrittäjäyyskeskus, 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)

DOCTORAL RESEARCHER

2012 - 2021

Aalto University School of Arts, Design and Architecture, Helsinki

Title of the doctoral 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.

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 and unions partners. Hosting the events.
- **Visiting lecturer** at various master's level courses, Department of Media.
- **Master's thesis examiner** for multiple theses, Departments of Media, Art and Design.

ENTREPRENEUR / 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. Clients eg: Finnish Post Group Ltd, WSOY, Suomen Latu Ry, Turun linna, Embassy of Finland in Paris, Karisto Oy, Putinki Ltd.

ART TEACHER

2007-2012

Annantalo Arts Center, Helsinki & Mini Lions Club, Espoo

Teacher of animation (Annatalo, 2012) and teacher of film-making (Mini Lions Club, 2007-2008).

ART DIRECTOR

2001 - 2003

Filmitoimisto Ltd & Funny-Films Ltd, Helsinki

Working as an art director and graphic designer in various live TV shows.

Professional skills

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