

# Vuokko Aromaa

## DIGITAL DESIGNER

### ABOUT ME

Digital designer with a background in UX/UI, communication, and content creation. Experienced in working with cultural events, international teams, and user-centered digital projects. Particularly interested in roles that combine design, storytelling, and audience engagement.

### WORK EXPERIENCE

#### SOCIAL MEDIA & COMMUNICATIONS INTERN- METROPOLIA INTERNATIONALIZATION SERVICES

MAR 2026 - JUL 2026

Planned and executed communication and marketing for international student events. Managed social media content, newsletters, website updates, and created promotional materials

#### COMMUNICATION & MARKETING INTERN - LA VOYAGERIE PARISIENNE

SEPT 2025 - NOV 2025

Planned and executed communication and marketing for international student events. Managed social media content, newsletters, website updates, and created promotional materials

#### PRESS ASSISTANT - FINNISH FILM AWARDS 2022, 2024

Guided press interviews and winners during the live gala. Ensured smooth communication under pressure and worked with media professionals in a high-profile event setting.

#### FRONT DESK SERVICES - NIEMCO MANAGEMENT

JUN 2023 - JAN 2026

Managed logistics and daily support in a busy office environment. Coordinated internal mail, meeting room bookings, and provided customer service to employees and visitors.

#### FESTIVAL STAFF - ESPOO CINÉ 2021, NIGHT VISIONS 2020-2024

Provided front-line support during festivals, including ticketing, ushering, and logistics to ensure smooth events.

### SELECTED PROJECTS

#### NE KEKSIT - BAKERY WEBSITE REDESIGN

Led the redesign of a bakery's website to improve usability and support online sales. Created written content, integrated online payment options, and made the site fully bilingual (Finnish/English).

#### Ö FEST - LOGISTICS AND COMMUNICATION STRATEGY

Improved logistics and customer experience for a Finnish island-based music festival. Created communication materials, clarified transportation information, and proposed a Q&A solution for the website to reduce confusion. Conducted user research and facilitated service design workshops with stakeholders.

#### METROPOLIA UAS - SOCIAL MEDIA STRATEGY & REDESIGN

Reactivated and redesigned Metropolia's internationalization Instagram account through a new content strategy, visual identity, and student-centered communication approach. Created content systems, posting calendars, categorized highlights, and an Instagram management guide to support long-term account maintenance and accessibility of exchange-related information.



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### EDUCATION

#### METROPOLIA UNIVERSITY OF APPLIED SCIENCES

Bachelor's Degree Programme in Digital Design  
2022-2026

#### EFAP - ÉCOLE DES NOUVEAUX MÉTIERS DE LA COMMUNICATION - PARIS

Exchange studies in communication, marketing, and service design  
Spring 2025

#### PRIMARY AND SECONDARY EDUCATION

French-Finnish School of Helsinki  
Graduation year: 2020

### LANGUAGES

English (fluent)

French (fluent)

Finnish (native)

Swedish (advanced)

### SKILLS AND TOOLS

#### Design & UX:

UX research, wireframing, prototyping, responsive design

#### Communication:

Copywriting, social media content, newsletters, visual storytelling

#### Tools:

Figma, Adobe CC, Canva, Miro, Notion, Google Workspace

#### Web:

HTML, CSS, basic JavaScript, WordPress, Wix, Tilda, Squarespace