

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

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 - AUG 2024

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

CUSTOMER SERVICE REPRESENTATIVE - MÄKELÄNRINNE SWIMMING CENTER

MAR 2022 - JAN 2025

Handled ticket sales, reservations and customer inquiries in a fast-paced public setting.

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

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

BARISTA - CAFÉ TARINA

JUNE 2018 - MARCH 2022

Prepared drinks and provided customer service in a busy café environment.

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.

FLYAR - USER EXPERIENCE OPTIMIZATION

Developed user-centered proposals to improve clarity and usability of augmented reality studio FlyAR's website. Conducted competitor benchmarking, analyzed user behavior with Google Analytics, and gathered insights through open-ended user testing. Mapped the customer journey and suggested improvements for content structure and visual hierarchy.



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EDUCATION

METROPOLIA UNIVERSITY OF APPLIED SCIENCES

Bachelor's Degree Programme in Digital Design

2022-

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