

Minna Jyvala – Visual Designer (MA)

I am a visual designer from Finland with a solid background in user-focused interactive design, web design and online brand development. I have been running my own independent design studio in Seattle since 2005.

KEY SKILLS:

- Creative concept development and fresh ideas
- User experience planning and design
- Sketching, wire framing, prototyping and web development skills
- Website design
- B.A. in Art, Masters in New Media

TECHNICAL SKILLS:

MAC & PC, Adobe Creative Suite, Dreamweaver, MS Office, HTML, CSS, Wordpress, OmniGraffle, some JavaScript, PHP, Flash..

CLIENTS OF NOTE:

ARO Inc, Adapx, K!ha, Columbia Sportswear, Coherent Interactive, Art Wolfe, Washington Ports, Onvia, TATE Museum London, Disney, Getronics, Nokia, MTV Networks Europe..

WORK HISTORY:

ARO, Inc. | November 2011

Visual concepts for android mobile phone application.

Pointmarc | May 2011

Chalk board-themed website concept, design and development. I also refreshed their logo with new colors and created a wordpress blog for them. www.pointmarc.com

Coherent Interactive | May 2009/2011

Website redesign and collateral branded material. I also created a logo and interface elements for CurateXpress blogging tool. www.coherentia.com

K!ha Software, Inc. | Sept - October 2010, May 2011

Mobile phone live wallpaper design, interface icons and corporate identity development for new mobile application. I also designed versions for “Live Wallpaper” and user interface elements and launcher icons for the mobile phone interface.

FACC-NW | January 2011

New website for Finnish American Chamber of Commerce of the Northwest - I created wordpress child theme design and development for non-profit organization to promote their networking forum for its members.

www.faccnw.com

CashMap App - iPad application | June - September 2010

I created product wireframes, screen layouts, icons and interface design for financial iPad application that educates how you can pay less interest and pay off loans faster. [Available on the Apps Store.](#)

Land in Focus, London UK | ongoing since 2010

Lovely website concept and design project for Land In Focus organization, which aims to showcase the films and culture of Latin America, Asia, Africa and Eastern Europe, regions largely unexplored in UK exhibition. www.landinfoocus.com

Hart Consulting Services | March 2009 - 2011

My work included retail store merchandising, technical drawings, window display proposals and closeout manuals for Columbia Sportswear stores. I also designed business presentations, visual design elements and concepts for the large format printing houses like GFXi and Stella.

ADAPX | July 2008 – 2011

Adapx is a Seattle based digital pen solutions company. I created various online banners and sliders for their website and created newsletter templates following their brand guidelines and implemented them into their Salesforce.com CRM system.

Art Wolfe on contract with the LUX Creative agency | May 2007

I created the website concept and design for the well known photographer Art Wolfe's, 13-episode national TV series. My work included overall conceptual design, creation of 13 layered episodic pages, site design and custom interface design. www.travelstotheedge.com

My oldest design concept online since 2006!

Washington Ports on contract with the LUX Creative agency | August 2006

This was a successful site re-design and re-architecture project. My work included the creation of a new functional site structure, visual design concepts, navigation and template design. www.washingtonports.org

ONVIA on contract with the LUX Creative agency in Seattle | 2005

I created a fresh looking website that helps businesses find governmental opportunities and contracts online. I provided visual concept development, website redesign, improved usability and overall online brand implementation. I also created user-friendly templates for subscriber news. *After the website redesign 2005, the site was honored as the "Best Online Business Leads Service".*

Disney Stores TDS | London 2003 – 2004

Franchise product and graphic design: toys, cards, clothing and other in-store merchandise. I worked directly for Disney Store Creative Services and created original designs using official Disney characters for European Disney retail stores.

Moyses Stevens | London 2003

A very prestigious flower shop in London that regularly serves the Royal family. I designed a elegant e-commerce enabled online flower shop. I also created the site architecture, visual concepts, icons, website design and original photographs of their arrangements for initial launch.

TATE Museum | London 2002

My work included website design and build for the first online TATE magazine, including visual templates creation, production design, html and the content implementation.

Enterprise IG/Clever Media/WPP | 2000 – 2001

Worked within the visual design team where there was a focus on producing new interactive concepts for their corporate clientele. I planned and executed many online brand solutions for their blue chip clients including:

- **Getronics**, Online brand development and design for their corporate multilingual websites and interface design and programming for CD ROMs
- **Disney**, Interactive presentations for Disney's European marketing strategy for the movie Monsters Inc. Final delivery was on a CD ROM, a product marketing PowerPoint show and interactive application for iPaq handheld computer.
- **BAE Systems**, "Acting on your ambition" Customer Solutions & Support CD ROM screen design and lingo-programming with flash animations.

Bibliotech Ltd 1999

Conceiving and producing screen designs for various community and educational community sites. Work also included interface design for chat, email and calendar utilities. Concepts and demos for music and e-commerce sites. Also responsible for the design of printed brochures for the internal marketing department.

M T V Europe 1998 – 1999

Designed and built the first web site with sophisticated TV-driven interactive elements for MTV's first digital channel **M2 Europe**, using live audio and video streaming technology. From content, interaction and information design to the creation of graphics, animation and html programming. Handled regular updates on the site including community-based content, mailing list, "Create-your-hour", and schedule information (launched 2000 as a MTV2 on digital TV and web in Europe).

- Developed the "YACK" chat web site and handled installation of hardware/network set-up for a live text based chat show pilot for live television.

Finnish Commercial Television MTV3 1997

Created concept and art direction for interactive and entertaining 3D-World (VRML 2.0) called Lighthouse. I also built 3D buildings in vrml, textures and designed multi-user chat interface.

Nokia Research Centre, Visual Communications Laboratory 1995 – 1997

Designed and created a website for "broadband village" trial and designed graphical interface for Set-Top-Box with e-mail and interactive TV elements along with in-house screen designs.

EDUCATION:

1996 - 2000 MA in New Media: Helsinki University of Art and Design, Media Lab, Finland

1994 - 1996 Media Culture: Postgraduate studies at Tampere University, Finland

1992 - 1995 BA in Art: Tampere School of Art and Communication, Finland