



Jerry Jäppinen

Product design consultant

Data-driven work horse of product design. Straight from the cross section of design and tech. Finnish and international brands make better products better with Jerry.

- 2018

Lateral Nord

Founder
- 2018

DCMN

Product Design Lead
- 2017

OLX Group

Senior UX Designer
- 2016

Omio

Senior UX Designer
- 2015

Omniata

Lead Designer
- 2011

Eficode

Senior Designer
- 2010

Digital Chocolate

Technical UI Artist
- 2008

Verkkovaraani

Web Designer
- 2007

University of Turku

Student
- 2006

Freelance

Web and graphic design projects

Contact

lateralnord.com/contact/jerryjappinen

jerryjappinen@lateralnord.com

+358 40 7188776

Social

linkedin.com/in/jerryjappinen

github.com/jerryjappinen

twitter.com/jerryjappinen

medium.com/@jerryjappinen

Projects

2020

Ongoing

ProductBeat

Agile product management application for small to medium-sized software development teams.

Design lead, product concept, UX design, frontend development

productbeatapp.com

Ongoing

Marketing Clinic

Building digital design capabilities at Marketing Clinic.

Digital design toolchain, coaching, web design, project planning, pitches

marketingclinic.fi

Ongoing

Sovelia

Redesigning and optimizing features for scalability on new, modern React architecture of Symetri's PLM product. Updated look & feel to meet customer's brand guidelines.

Feature optimization, product design, new look & feel

2019

2019

Smart

Advising Daimler and DCMN in creating a marketing campaign for the Smart car brand and its supporting family of mobile apps.

Landing page toolchains, design direction, consulting

smart.com

2017–2019

DCMN Marketing Platform

Media booking, offline media planning and tracking automation. Product exploration, concepts and design for machine learning-powered creation tools, software-driven TV marketing and other offline and growth marketing solutions.

dcanalytics.dcmn.com

2017–2019

DCMN Digital Transformation

Transitioning a data-driven agency into a cross-functional product organisation. Design thinking skills and user-centric mindset.

Product design lead, principal service design, product concepts, user testing, design systems and guidelines, coaching, design thinking education

dcmn.com

2018–2019

DCMN Publishing Platform

Content management and publishing platform for external communications and internal digitalisation processes.

Prototyping, technology choices, user research, expert interviews, web development, training

dcmn.com

2008–2019

FCG

Development of multiple extranet-based systems.

Web development

fcg.fi

2018

2017–2018

Gamebook.io

Supporting the GameBook team reinventing core interaction logic and deliver a branded product over a tech platform. For video game scripts, Alexa skills and other interactive content. Smooth integration with broader production pipelines.

UX audit, UX design, consultation

gamebook.io

2017–2018

OLX Group Content quality and CS

Design and frontend lead for global content quality, fraud detection and customer support systems of OLX Group and Naspers brands.

Principal UX design, concept design, interaction design, information architecture, frontend architecture (Vue.js), frontend development (Vue.js, ZenDesk), user research

2017–2018

OLX Group Payment Solutions

Design and frontend lead for global content quality and fraud detection systems of OLX and other Naspers brands. Product concepting, UX and frontend on global payment solutions.

Principal UX design, concept design, interaction design, information architecture, frontend architecture (React), frontend development (React), user research

2017

2015–2017

Trybe app

Initial brand, product and mobile app design for a new home food delivery service. Web design and development for try.be.

Consultation on hybrid app development. UX design and kickstart prototyping. Digital communications and web publishing platform.

2016–2017

Omio conversion optimisation

Optimising travel planning, search conversions and ticket purchases on desktop and mobile.

User research, interaction design, UX design

[omio.com](https://www.omio.com)

2016–2017

Omio product design

Design and user research in product development for a travel e-commerce and app, consolidating ground and air transport throughout Europe and hundreds of partners.

User research, concept design, UX design, coaching, design system

[omio.com](https://www.omio.com)

2016

2016

Securec

Conceptualisation and high-fidelity prototyping for a new secure video streaming and backup service.

Concepting, UX design, prototyping, UI development

securec.netlify.com

2015–2016

Omniata

UX design and engineering in analytics product development. Customers in games and tech industries.

Principal UX design, concept design, interaction design, visual design, marketing, information architecture, frontend architecture, frontend development

2015

2014–2015

Sovelia 2014

Concepting and designing of the recreated architecture and UX of the Symetri's internationally deployed SaaS product. Frontend development of JavaScript client on Knockout.js.

Concept design, usability research, visual design, UI design, consultation, frontend architecture, frontend development

2014–2015

Sotepalaute.fi

Wireframing and protoyping the basic concept for a frontend of a national health provider feedback system.

UI design, wireframing, prototyping

sotepalaute.fi

2014

2014

Moss app

User interface and visual design for a photo sharing mobile app.

UI design, visual & logo design, consultation

2014

Devops Days

Visual identity, logo, prints & web design for the biggest devops event in Finland.

Visual design, logo design, web development, print design, web design

2014

Ecolane

Concepting and designing of the frontend client architecture and UX of the customer's internationally deployed routing and dispatch scheduling software for desktop and mobile.

Concept design, usability research, visual design, UI design, prototyping, consultation

ecolane.com

2014

HOK mobile assistant

Delivery and consultation on a mobile prototype of a digital HR assistant app for the customer in the retail business.

UX design, frontend development

2014

ePassi

Web development for the online presence and customer service portal for a customer processing digital payments with a benefit voucher system.

Web development, consultation

epassi.fi

2013–2014

OP Autonostajan apuri

Redesign and responsive layout architecture of an online credit application system.
Integration of car dealership data via REST APIs, including extensive search options.

UX design, usability research, frontend development

autonostajanapuri.fi

2013

2013

Rovio Entertainment

Consultation, design and tools development for internal technology team dealing with analytics dashboards, build automation and level editors.

UI design, analytics, software development tools, prototyping, consultation

2012–2013

Elisa Kirja

User experience of both internal publishing tools and multiplatform web store for ebooks.
User experience and graphic production for iOS, Android and Windows ebook client applications.

Service design, UX design, visual design, web store & mobile apps, prototyping, consultation

kirja.elisa.fi

2012–2013

Reposive

Product concept and high-fidelity prototyping for a cloud development platform that syncs real-time git status information across teams.

Product concept, technical prototyping, product design, strategy

2013

Robot Framework

Visual identity & web design for the open-source test framework.

Visual design, web design

robotframework.org

2012

2007–2012

Freelance projects

Freelance web projects and graphic design for prints for many university student organizations and other customers.

Print design, web design, web development

2012	<p>Digita</p> <p>Status monitoring tools for a customer in telecommunications and broadcasting.</p> <p>UI design, frontend architecture, consultation</p> <p>digita.fi</p>
2011–2012	<p>Deveo</p> <p>Software development tools & version control service.</p> <p>Principal UX design, service design, interaction design, visual design, visual identity, logo, API design, frontend architecture, software development</p> <p>perforce.com</p>

2011

2011	<p>Gangs of Boomtown</p> <p>UX, User interfaces, technical art and frontend development tools for Digital Chocolate's Western-themed social game. Building of UI scenes for the game on Flash.</p> <p>Usability research, UI design, wireframing, visual design, motion design, frontend architecture, web development, prototyping</p>
2011	<p>Army Attack</p> <p>UX, user interfaces and technical art for Digital Chocolate's tactical war-themed social game. Building of UI scenes for the game on Flash.</p> <p>Usability research, UI design, wireframing, visual design, web development, prototyping</p>
2010–2011	<p>Zombie Lane</p> <p>Usability research, user interface improvements and graphical asset production for Digital Chocolate's Zombie-themed free-to-play social game on Flash.</p> <p>Usability analysis, UI design, wireframing, visual design, prototyping</p>

2010

2010	<p>Island God</p> <p>Usability research and user interface improvements for Digital Chocolate's Flash-based social game.</p> <p>Usability research, UI design, visual design</p>
2010	<p>Alt</p>

Design and delivery of the online presence and extranet portal for the customer.

Web design, visual design, web development

alt.fi

2010

Pemamek

Design and delivery of the online presence and extranet portal for the customer.

Web design, visual design, web development

pemamek.com

2010

OK Study Centre

Design and specification of the online presence for the customer, consultation on web development for their development organization.

Web design, web guidelines

ok-opintokeskus.fi

2010

PTT

Design and delivery of the visual identity, online presence, marketing materials and extranet portal.

Visual & logo design, print design, web design, web development

pientaloteollisuus.fi

2010

eAdmin

Architectural and service design for the internally developed CMS for Verkkovaraani.

Research and development, service design, software development

2010

OBH Nordica

Design and delivery of e-mail marketing solution and e-mail templates.

Web design, web development

2010

Ground Communications

Design and delivery of the online visual identity and digital marketing solutions for the customer.

Visual design, web design, web development

2010

Kuulosuoja

Visual identity, marketing materials and online presence of a campaign for the Finnish Federation of Hard of Hearing.

Visual design, print design, web design, web development

kuulosuoja.fi

2010	Autrosafe Online presence and extranet for an industrial import company. Visual design, web design, web development autrosafe.fi
2010	Verkkovaraani.fi Design and delivery of the visual identity, online presence and marketing materials for the company. Visual design, print design, web design, web development verkkovaraani.fi
2010	Konerent Design and delivery of the online presence for an industrial equipment rental company. Web design, web development konerent.com
2009–2010	Turku School of Economics Design and delivery of an online learning community for the customer's EMBA program. Web design, web development
2009–2010	Magnus Malmberg Design and delivery of the digital visual identity and online presence for the customer in the architecture and engineering industry. Visual design, web design, web development
2009–2010	Region Arctica Design and delivery of branding, visual identity, marketing materials and online presence for a Nordic travel marketing network. Visual design, logo design, branding guidelines, web design, web development

2009

2009	Finnish Sports Association of Persons with Disabilities Design and delivery of the online presence and extranet for the customer. Visual design, web design, web development vammaisurheilu.fi
2008–2009	Amusa

Design and delivery of the original Amusa Culture Market online presence, community services, and advertising solution.

Web design, web development

amusa.fi

2009

The Alzheimer Society of Finland

Design and delivery of digital visual identity, online presence and member service portal for the customer.

Visual design, visual guidelines, web design, web development

muistiliitto.fi

2009

Nordic Casemix Centre

Design and delivery of branding, visual identity and online presence for a Nordic provider of medical definition services.

Visual design, logo design, branding guidelines, web design, web development

nordcase.org

2009

Finnish Association of Architects SAFA

Design and delivery of the online presence and a member service for the Finnish Association of Architects; extranet-based online member service and e-mail templates.

Web design, web development

safa.fi

2009

Finnish Federation of Hard of Hearing

Design and delivery of the online presence and member web service portal of the Finnish Federation of Hard of Hearing.

Visual design, web design, web development

kuuloliitto.fi

2009

Versot

Logo and online marketing materials for an online learning program of AIKE Group.

Visual design, logo design

2008–2009

Finnish Coeliac Society

Design and delivery of the online presence, online magazine, web portals and member services for the customer and their subsidiary organizations the Finnish Youth Coeliacs.

Visual design, visual guidelines, web design, web development

keliakialiitto.fi

2009

Tiusanen Law

Design and delivery of the online presence for the customer.

Web design, web development

2009

ROTI

Design and delivery of the online presence and an extranet service for the national assessment organization of infrastructure construction.

Web development

ril.fi

2009

United Mill Service

Design and delivery of the online presence for an industrial maintenance company.

Web design, web development

2008

2008

Lahja Elämälle

Design and delivery of the online presence for a national organ donor campaign.

Web design, web development

2008

Wittfinn

Design and delivery of the online presence for an industrial service provider.

Web design, web development

2008

Finnish Plastics Recycling Ltd

Design and delivery of the online presence for the customer.

Visual design, web design, web development

uusiomuovi.fi