EXECUTIVE DECK · 2026

Pekka Hartikainen

Product design leader — data-heavy products, design systems and the teams behind them.



Pekka Hartikainen

An experienced design leader who helps build product design organizations that thrive and deliver results.

LATEST WORK EXPERIENCE

2022 — **Senior Product Designer**
Unity

2020 – 2022 **Senior Design Lead**
Robocorp

2016 – 2020 **Lead UX Designer**
Nosto

EDUCATION

2007 – 2011 **Master of Arts, New Media**
TaiK / Aalto University

2000 – 2007 **M.Sc. Economics**
Helsinki School of Economics

Key competences

Full-stack designer with a strong business background and a proven track record of shipping products at global scale.

Product discovery

Creating the right products for the right segments through research, strategic roadmapping and exceptional user experiences.

Team leading

Recruiting, scaling and empowering product teams to deliver great products in a psychologically safe, inspiring environment.

R&D processes

Years of shipping digital products across industries, improving team velocity while keeping morale high.

Full-stack design

Leading teams and working hands-on, collaborating with tech, business and design stakeholders while staying close to customers.

Hands-on design skills

As a team player, I use whatever tools are needed to help the team succeed and maximize its impact.

Visual & UI design

Beautiful interfaces for native and web platforms, and assets for promotional use.

FIGMA · ADOBE CS · CONSUMER APPS

UX design & research

Designing workflows and gathering quantitative and qualitative data to support decisions.

INTERVIEWS · AMPLITUDE · DATA-ORIENTED DESIGN

Front-end development

A background in front-end development and design systems, with the capability to lead agile teams.

REACT · VUE / NUXT · HTML · CSS · JS · CURSOR · CLAUDE CODE

Video & storytelling

Editing videos and crafting compelling stories to promote products in a B2B environment.

PREMIERE · B2B

04 SECTION

Work samples

Full portfolio, case studies and videos at pekkahartikainen.fi

05 UNITY

Insightful reporting for Unity

Unity's advertising solutions run ad campaigns for mobile apps and games, generating over a billion in revenue annually.

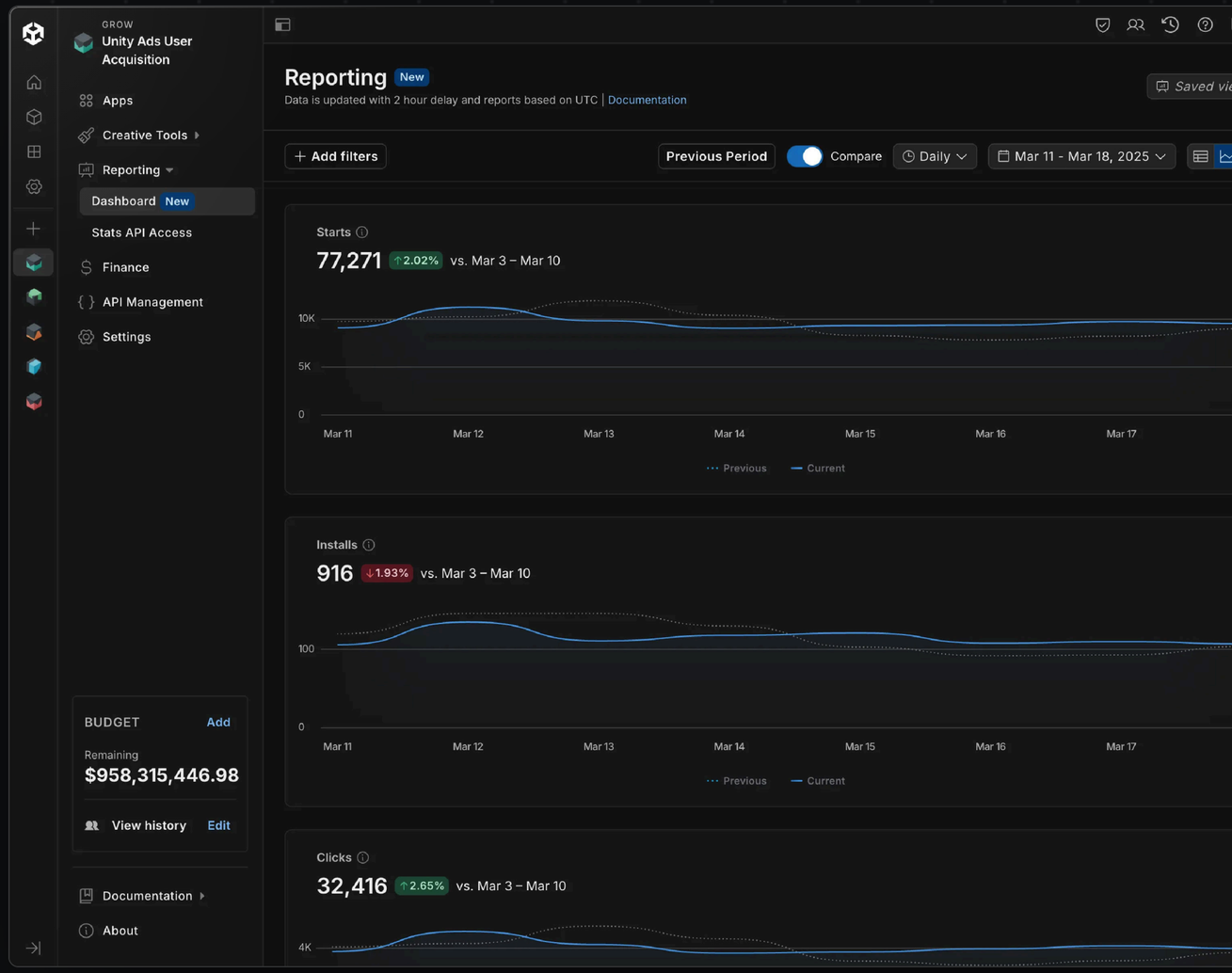
ROLE

LEAD DESIGNER | INTERIM PRODUCT MANAGER

Redesigned the client-facing reporting tools from the ground up for real-time insight into user acquisition, and served as interim product manager.

IMPACT

Saved multi-million-dollar licensing costs, delivered a new integrated user experience and received excellent feedback from users.



06 BOLDER HELSINKI

CEO at Bolder Helsinki

Brands and digital products for clients from family-run businesses to publicly listed global corporations.

ROLE

CEO

Responsible for strategy, sales, hiring and team leadership. Our largest client was ING, with the brand-new Kluuvi shopping centre project.

IMPACT

Bootstrapped the agency into a profitable contender with over €1M in annual turnover and a team of more than ten people.



07 SECTION

Profile & experience

More answers in the FAQ at pekkahartikainen.fi

Suitable positions

My core expertise is leading product design and development within in-house teams at fast-paced organizations.

Design Director

Recruiting, scaling and setting up processes for design teams while creating a meaningful product design vision.

Design Manager

Managing high-performing product designers and empowering them to do their best work.

Head of Design / CPO

Design and strategy work as an executive team member, building a strong product design culture and setting the vision.

Senior / Staff Product Designer

Hands-on design and leading product design projects within mature design organizations at big tech companies.

International experience

I have lived and worked in San Francisco and collaborated with global, multicultural teams for over 15 years.

NEARLY 4,000 PEOPLE

Unity

Global team headquartered in San Francisco, with offices in every major market worldwide.

UNDER 10 PEOPLE

Ditto

Lived and worked in San Francisco for a photo-sharing startup acquired by Groupon.

50+ PEOPLE

Idean

Design consultant in Silicon Valley, working closely with the founding teams of growth companies.

100+ PEOPLE

Nosto

eCommerce company operating in multiple markets across Europe and the US.

Industries

Consultant and in-house designer across many industries, serving both B2B and consumer clients.

B2B

Gaming, information security, real estate, public procurement, government & public sector, adtech, automation.

Consumer

Healthcare, shopping, insurance, music, beverages, automotive, culture & arts, TV & media, photo-sharing.

Leadership qualities

A rare kind of designer: experience in leadership as well as formal education in it.

Proven track record

Recruited and led a team of ten in a highly competitive environment with quarterly targets.

Pressure tolerance

Calm and goal-oriented under high pressure, with the ability to perform in every situation.

Human connection

Communicating broadly and deeply with the team and stakeholders.

Education

Degrees in both business and design; led five teams in a university program with excellent feedback.

Unique value proposition

A rare combination of qualities and experience in one person.

Entrepreneurship & leadership

Experience both as an entrepreneur and in leading teams in high-pressure situations.

Full-stack designer

Hands-on and strategic skills to ship digital products at global scale.

International experience

Silicon Valley experience and years with multicultural global teams.

Education

Two Master’s degrees — in business and design — a combination that thrives in cross-team collaboration.

Let’s talk.

I look forward to meeting you soon.

WEBSITE	**pekkahartikainen.fi** Work samples, videos and FAQ
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