

# Executive Deck



Product Design Leader

**Pekka Hartikainen**





# Pekka Hartikainen

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

## Latest Work Experience

UNITY 2022–

Senior Product Designer

ROBOCORP 2020–2022

Senior Design Lead

NOSTO 2016–2022

Lead UX Designer

## Education

2007–2011 TAIK / AALTO UNIVERSITY

Master of Arts in New Media

2000–2007 HELSINKI SCHOOL OF ECONOMICS

Master of Science in 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 delivering exceptional user experiences.

## R&D Processes

Years of experience shipping digital products across various industries, with a focus on improving team velocity while maintaining high morale.

## Team Leading

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

## Full-Stack Design

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

# Hands-On Design Skills

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

## Visual & UI Design

Designing beautiful interfaces for native and web platforms, and creating assets for promotional use.

Figma

Adobe CS

Consumer Apps

## Frontend Development

Background in frontend development and design systems with a strong capability to lead agile teams

Nuxt

JS

HTML

CSS

## UX Design & Research

Designing workflows and gathering quantitative and qualitative data to support decision-making.

Interviews

Amplitude

Data Oriented Design

## Video Editing

Editing videos and creating compelling storytelling to promote products in a B2B environment.

Premiere

B2B

# Work Samples

Full portfolio available at [pekkahartikainen.fi](http://pekkahartikainen.fi)



# Insightful Reporting for Unity

Unity’s advertising solutions enable you to run ad campaigns for your mobile apps and games, generating over billion in revenue annually.

Role

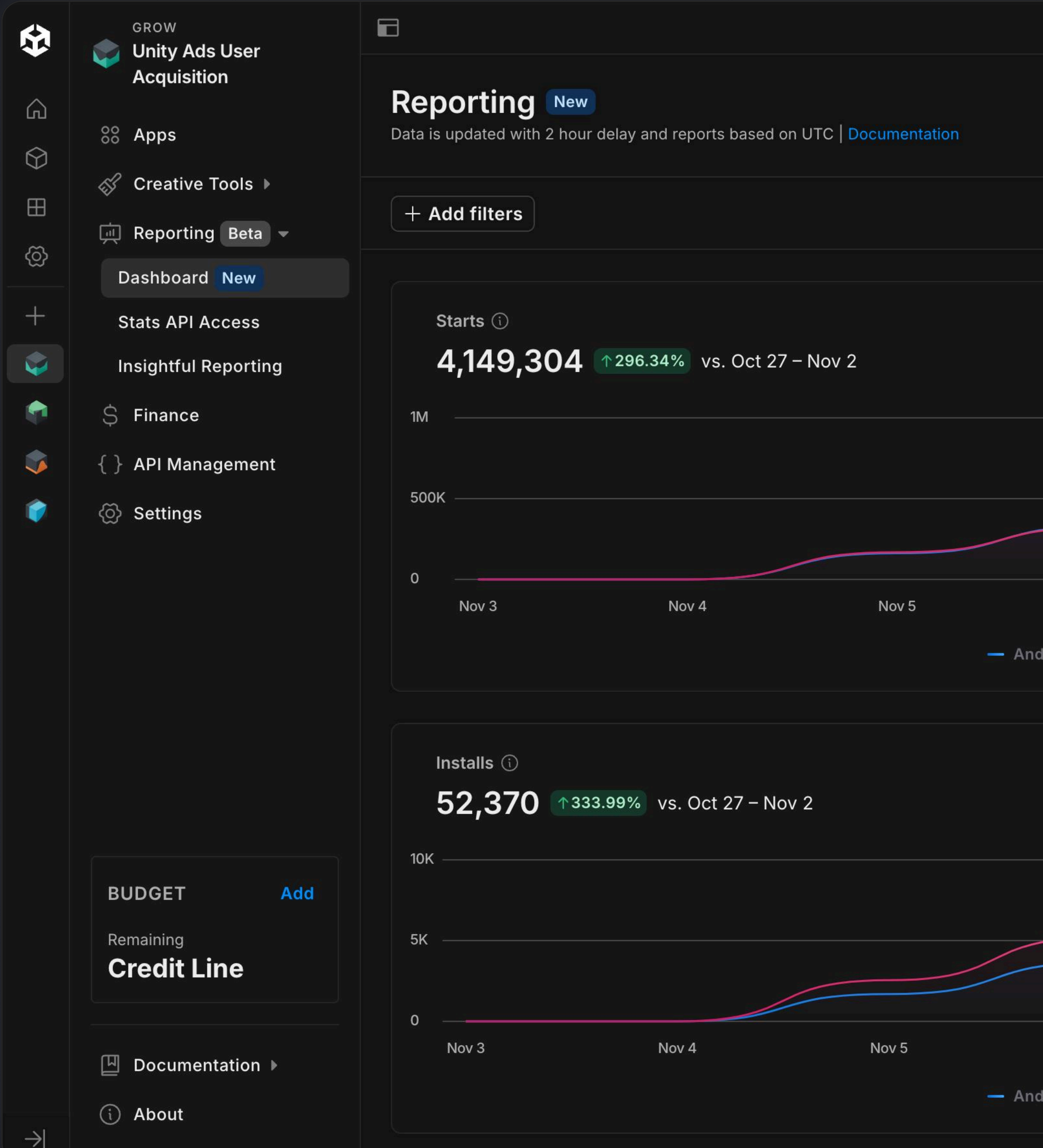
Lead Designer

Interim Product Manager

Redesigned client-facing reporting tools from the ground up to provide real-time insights on user acquisition for our customers. Served as interim product manager.

## Impact

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





# CEO at Bolder Helsinki

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

## Role

CEO

Responsible for strategy, sales, hiring, and team leadership. Our largest client was ING, for whom we developed the brand-new Kluuvi shopping mall project.

## Impact

Bootstrapped an agency and grew it into a profitable contender with over €1M in annual turnover and a team of more than 10 people.





# Profile & Experience

FAQ available on the website



# 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.

## Head of Design / CPO

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

## Design Manager

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

## Senior Product Designer

Hands-on design work 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.

## Unity

Global team with headquarters in San Francisco and offices in every major market worldwide.

Size: 5000+

## Idean

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

Size: 50+

## Ditto

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

Size: Under 10

## Nosto

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

Size: 100+



# Industries

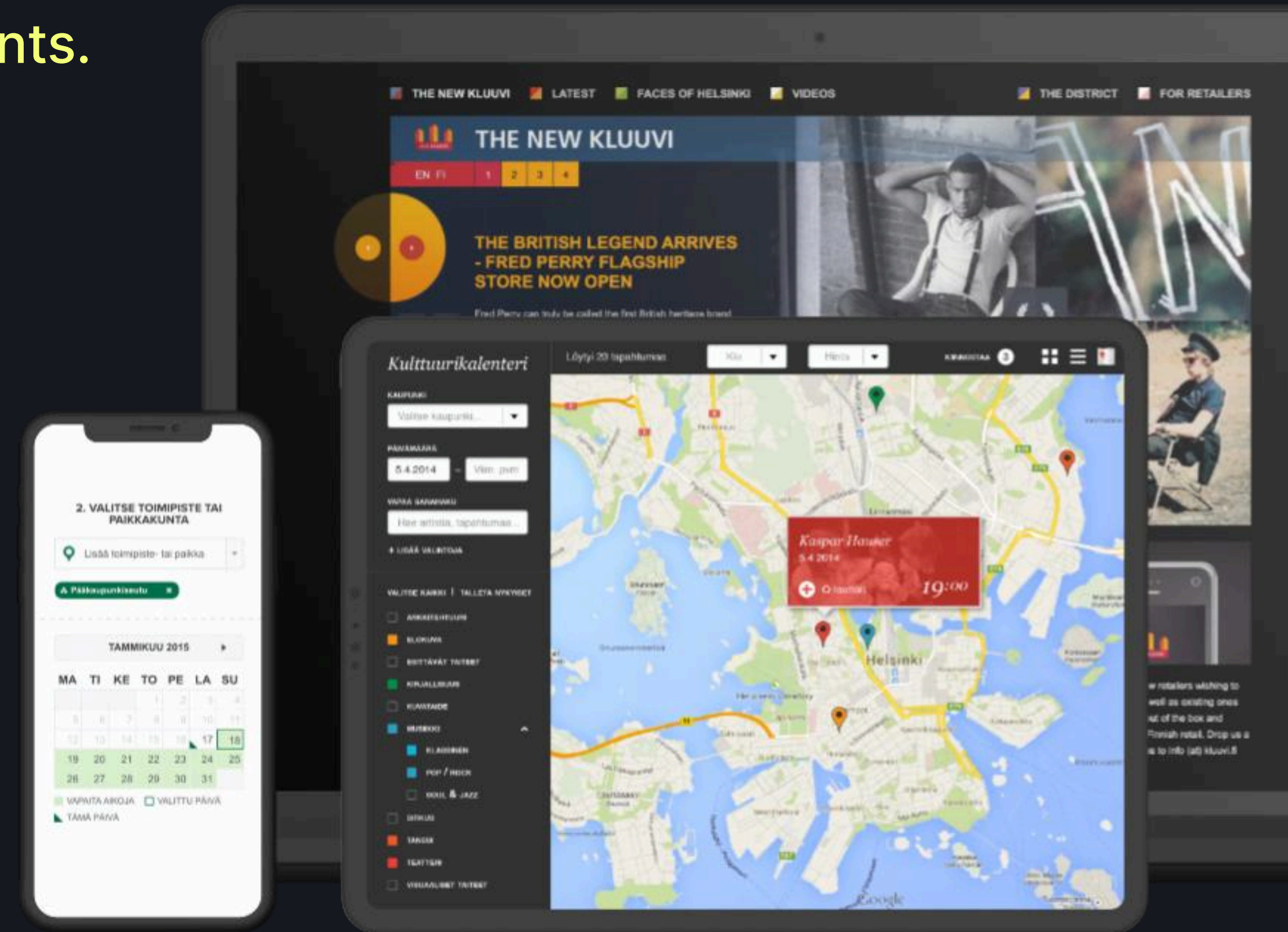
I have worked as a consultant and in-house designer across various industries, serving both B2B and consumer clients.

## B2B

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

## Consumer

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



# Leadership Qualities

As a designer, I am a rare kind who has experience in leadership as well as formal education in it.

## Proven Track Record

I have recruited and led a team of ten employees in a highly competitive environment with quarterly targets.

## Human Connection

Great communication skills with a willingness to engage broadly and deeply with the team and stakeholders.

## Pressure Tolerance

Staying calm and goal-oriented under high pressure while maintaining the ability to perform in every situation.

## Education

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



# Unique Value Proposition

I possess 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.

## International Experience

Experience in Silicon Valley and working with multicultural global teams.

## Full-stack Designer

Both hands-on and strategic skills to ship digital products at a global scale.

## Education

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



# Thank you!

You can find more information on my website.  
I look forward to meeting you soon!

## Website

Find more work samples, videos, and FAQs.

[pekkahartikainen.fi](http://pekkahartikainen.fi)

## Contact Information

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