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Skills

Design

- UI/UX, Product design
- Design systems
- Design thinking
- Brand design
- Expert in Figma
- User-centered design
- Information architecture
- Prototyping and wireframing
- Visual and responsive design

Development

- Software development
- Web development
- Animations

Languages

- TypeScript, JavaScript
- Node.js
- HTML, CSS, Sass
- PHP, Bash
- English (fluent)
- Finnish (native)

Relevant technologies

- React, Next.js
- Tailwind CSS
- Motion, GSAP
- Storybook, Git
- Supabase, Firebase
- GraphQL
- WordPress

Design applications

- Figma, Sketch
- Adobe CC

Education

2011 – 2013

Degree in Audiovisual communications at TAKK

Joonas Sandell

UI/UX Designer and creative Front-end Developer with a keen eye for good design and attention to detail. With more than 15 years of design engineering experience, I have the skills to build high-quality interfaces and products, and assist clients in addressing practical business challenges.

Experience

Senior Product Designer — Freepress

Jan 2025 – Now

- Enhancing the overall direction of the product

Senior Product Designer, Front-end Developer — Biocode

Nov 2020 – Dec 2024

- Designed the application including prototypes and user flows with focus on detailed UI/UX, accessibility and ease-of-use
- Conducted user research and usability testing to validate designs and make data-driven decisions
- Built and maintained *Biocode Design System* to ensure consistency and scalability across products
- Designed and developed the software, Biocode's website and *Biocode for reporting* web service together with the team

joonassandell.com/biocode

UI/UX Designer, Front-end Developer — Mediasignal

Sep 2014 – Nov 2020

- Arranged workshops and planned interviews to ensure products meet user needs and business objectives
- Developed and designed hundreds of applications and websites for clients such as Oras, *Bonnier Books*, *Finnpark* and *Fair Trade*
- Refreshed Mediasignal's brand twice including logomark, brand book, business cards and website renewal
- Led and aided cross-functional teams and communicated with the customers occasionally utilizing agile Scrum sprints

joonassandell.com/mediasignal

UI/UX Designer, Front-end Developer — City of Tampere

Apr 2007 – Sep 2014

- Designed and developed user interfaces, wireframes, graphic assets and prototypes for various digital products
- Built and curated *Exhibition Guide* mobile application
- Built *Museum Guide* screen which featured interactive maps and other features integrated to the website CMS
- Built *Twitter Social Wall* screen to engage museum visitors