

Karri Ojanen

**UX and Interaction Design Lead, Strategist, Speaker at
Finnformation**

Toronto, ON, CA

UX and Interaction Design Lead, Strategist, Speaker

Biography

It takes a combination of strategic, tactical, and engineering skills to create truly exceptional services, products, and marketing. I'm an interaction designer, information architect, strategist and creative lead, multi-skilled and versed in creative, strategy and technology. I'm particularly excited about making sense of emerging technologies and creating seamless connections between the digital and physical worlds. I earned my experience as art director, concept designer and creative director in Scandinavia, praised for its award-hoarding digital agencies, then went on to work in the Middle East, the United States, and Canada. I'm now based in Toronto, working as an independent user experience consultant, designer, speaker, and strategist. My work has been awarded nationally and internationally. I've spoken and presented at large conferences as well as smaller design community events, including Slush 2012 in Helsinki, Finland, the UXLx conference in Lisbon, Portugal in 2010, and IxDA events in Toronto, Canada.

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Design, Media - Online, Social Media

Areas of Expertise

User Experience Design, Design Strategy, Startups and Design

Affiliations

Interaction Design Association (IxDA), Information Architecture Institute

Sample Talks

Developing an Effective Design Process for a Startup Company

Designer-co-founded startups such as Path, Kickstarter and Airbnb are taking center stage. There is much talk in the business world about companies led by effective, simple, and beautiful design turn out to be more successful than others. At the same time, startup leaders don't really know what design means and how to incorporate design into their MVP / Lean Startup culture. In this talk, I explain the most important areas of design that every startup leader needs to understand and focus on.

Event Appearances

Design for Startups

Slush 2012

User Experience Design in Advertising

UxLX

Education

University of Cambridge

CPE Certificate of Proficiency in English

Canadian Marketing Association

E-marketing Certificate Search engine marketing, e-mail marketing, social media

Rastor/Tietomies

College Degree in Audiovisual Arts Audiovisual arts (Multimedia and Web Design)

Metropolia Polytechnic University

Bachelor of Arts Audiovisual Production

DIAK - Diaconia University of Applied Sciences

Bachelor of Arts audiovisual production

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