

Ray Joonatan Pohjanheimo

Senior UX Designer, Entrepreneur

Nationality: Finland (EU)

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Portfolio: raypohjanheimo.com/portfolio-1



WORK EXPERIENCE

Co-Founder, Chief Designer

10/2020-

Ameliante | Helsinki, Finland

- Managing a start-up focused on eHealth in VR, web, and mobile. Designing, researching, and leading development of psychological apps and external projects.
- Successfully won YLE funding for an immersive 360 research project.
- Successfully completed a pilot study for our medical VR app at the Psychiatric hospital of Vilnius.
- Presented our work as a keynote and panel speaker at Match XR and EIT Connect.
- Featured clients and subclients: **Microsoft, Pipedrive, FeverBee, VRTrauma, City of Porvoo, and UBICOMP (University of Oulu)**

Senior UX Designer, UX Designer

11/2021-

Eficode | Helsinki, Finland

- Designing, researching, and workshoping web and mobile UX for internal projects and external clients.
- Created new apps for client needs starting from concept and successfully improved existing experiences from customer-facing apps to internal tools as validated by user and client feedback.
- Featured clients: **KONE, WWF, PHDmobi, Futunio, Tuxera, and Renegade.**

VR Designer & Psychological Product Manager

03/2020-07/2020

Psylaris | Maastricht, the Netherlands

- Research, interaction design and development of a therapeutic VR app based on heuristic evaluation of the company's existing app.
- Applied dilemma-based design and situated interactions methodology to deliver a more satisfying, more interactive, and more immersive experience for the users as validated by user research.

Lead UX Researcher

07/2019-03/2020

Hunome | Helsinki, Finland / Remote

- Lead validation research for confirming product-market fit and usability of Hunome's human-centred social platform.
- Uncovered previously unknown user issues and needs to be utilised by the design and development team.

UX/UI Designer & Researcher

07/2017-07/2019

4LifeSupport | Leiden, the Netherlands / Remote

- Created wireframes and user flow for a new medical data storage platform.
- Lead user and customer research to discover potential customer attitudes and user experience improvements concerning the product.

Design Freelancer

11/2016-10/2020

Ray Pohjanheimo T:mi | Various locations

- Designed, developed, and provided marketing services for clients.
- Successfully executed a €2000 crowdfunding campaign for a short film on Kickstarter, reaching 103% of the target funding.
- Developed a Mindfulness Therapy training platform for PrejudiceLab at SWPS University in Poland.

See further experience in [Linkedin](#)

EDUCATION

MSc. Human-Computer Interaction

09/2020

Université Paris-Sud, France / EIT Digital

MSc. Interaction Technology

09/2020

University of Twente, the Netherlands / EIT Digital

MSc. Psychology
Lund University, Sweden

03/2017

BSc. Psychology
University of Groningen, the Netherlands

08/2013

CERTIFICATES

WAI0.1x: Introduction to Web Accessibility 2024
W3Cx

Product Owner/Product Manager Certificate 2022
Scaled Agile Frameworks (SAFe)

Digital Cities as Infrastructures for Smart Mobility 2019
EIT Digital Summer School

ACHIEVEMENTS AND SPEAKER ROLES

Guest Lecturer: How to become a UX/UI Designer 2024
Haaga-Helia University of Applied Sciences | Helsinki, Finland

Panel Speaker, Ameliate 2023
EIT Alumni Connect | Barcelona, Spain

Keynote Speaker, Ameliate 2021
Match XR | Helsinki, Finland

Panel Speaker, Ameliate 2021
EIT Digital Master School Kick-off | Tallinn, Estonia

Finalist 2018
EIT Business Challenge | Paris, France

EIT Digital Master School Scholarship 2018
EIT Digital | Brussels, Belgium

LANGUAGES

Finnish Native
English C2
Swedish B1
Dutch B2
French B1

COMPETENCIES

UX/UI design, web design, mobile design, XR design, leadership, product management, behaviour change, human-centred design, affective computing, creative design, prototyping, wireframes, user journeys, user personas, user research, surveying, statistical analysis, workshoping, user interviews, thematic analysis, emotion capture, card sort, think aloud observation, evaluative methods, A/B testing, factor analysis, repeated measures, breakdown analysis, system usability scale, UX architecture, flow charts, mind maps, interface design

REFERENCES

Lotta Buss, Head of Design, KONE

lotta.buss@kone.com

Janne Tompuri, Team Lead, Eficode (former)

janne.tompuri@gmail.com

Mike Verhiel, CEO Psylaris

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Christoph Lynen, CTO Psylaris

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Sander van Boom, Co-Founder, 4LifeSupport

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Åse Innes-Ker, Senior Lecturer, Lund University

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Marko Pajula, Fundraising Director, Amnesty International - Finland

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