

Hello!

I am Kirsti Lehtimäki.

I design great product and service experiences.

I have 15 years of experience in UX design and absolutely love this work!

I define user experience strategies based on research and analytics, in order to improve sales directly, increase NPS or other KPIs. The skills I have for this include Google Analytics, stakeholder interviews, market studies, storyboarding, prototyping, usability testing, customer experience specifications & visual design. I have managed teams of up to 15 designers and front end developers. I have worked as a SCRUM product owner in order to oversee the development of my designs.

Most recently I was the Head of UX for EpicTV.com. As one of the founding members I worked to build the media & eCommerce experience for outdoor enthusiasts around the world.

Previously I have worked for small start-ups as well as managed major service launches and redesigns for telco, eCommerce, security and mapping service clients. I often work as a freelancer Lead UX Designer for partner consultancies' clients.

Please contact me for more information, let's have a chat!



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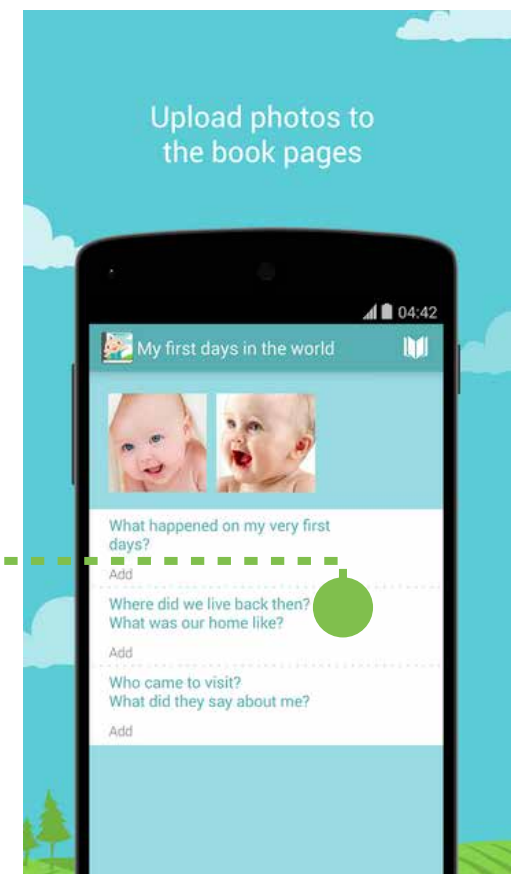
**BABY BOOK ONLINE**  
Preserve & share the precious baby moments into a book of memories.



**HOW TO ENGAGE** the end users into the design process? We ran two participatory design workshops with new moms.



The motivation:  
Printed book & complete online album.



App prompts the parents to record memories:

'What was my first home like'

Photo: 'I am 3 months today'



**DISCUSSION POINT:**  
What activities we ran in the focus groups with new moms?

The workshops' key insights into the user needs: motivation, ease of use, instant rewards and sharing.



Worked with two illustrators to create an adorable online book that looks like the printed book.

User can pick and choose from page templates their own story.

We added fun surprises like the 'My Family Tree' when the extended family is added.

This project was done in collaboration with Idean Research, Helsinki where my role was the UX designer.

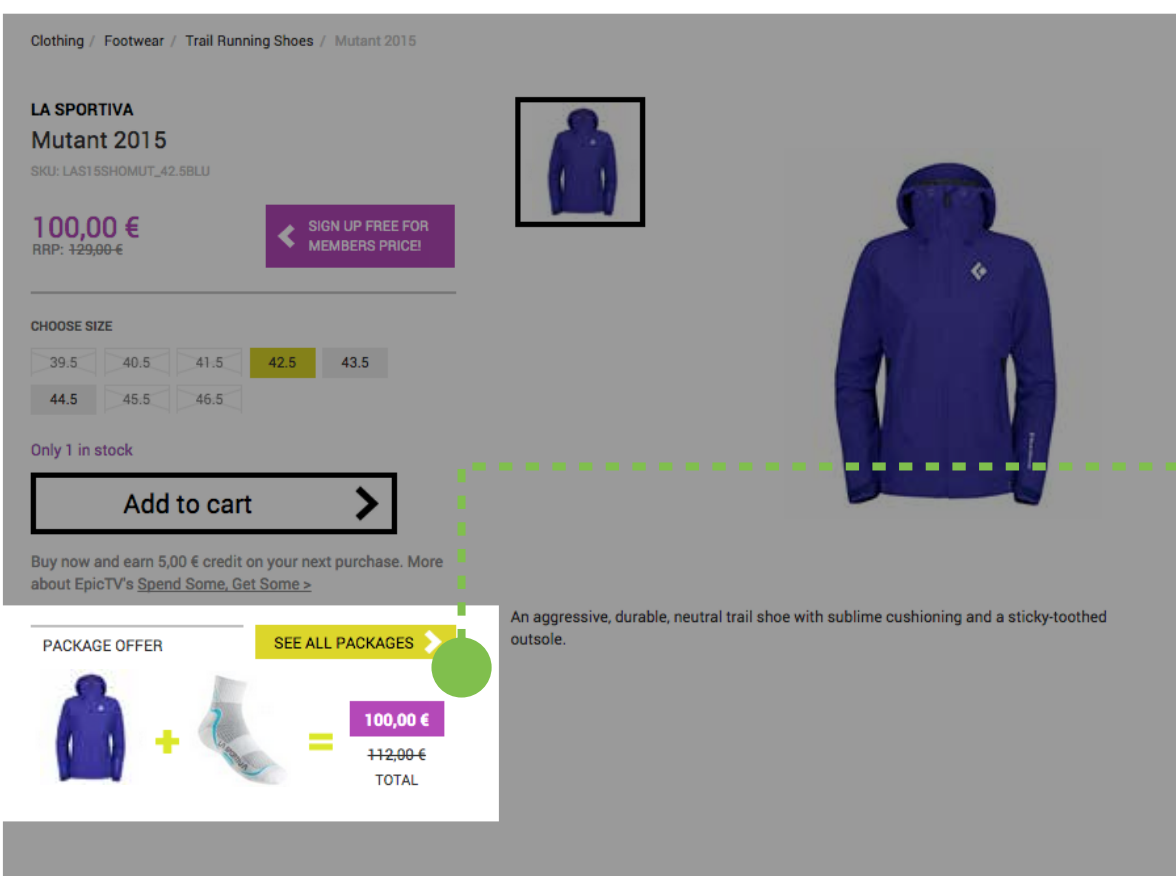
I designed the Epictv.com as it is today  
Attached are some case studies only



DESIGN A CUSTOMER EXPERIENCE of a 'value for money' and 'best range / choice' while keeping the GUI ad the CMS simple and not diluting new product prices.



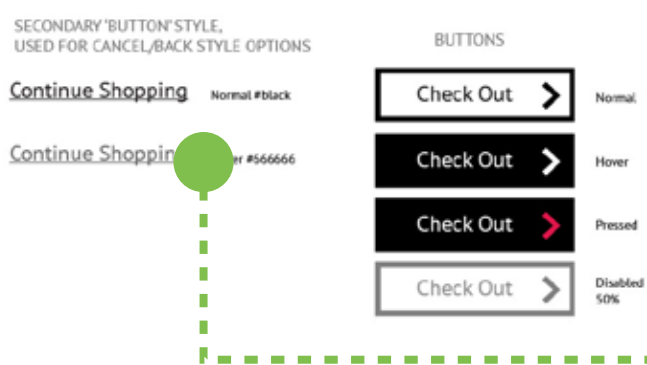
BUNDLING PRODUCTS Applying big discounts on two products only when they are bought together.



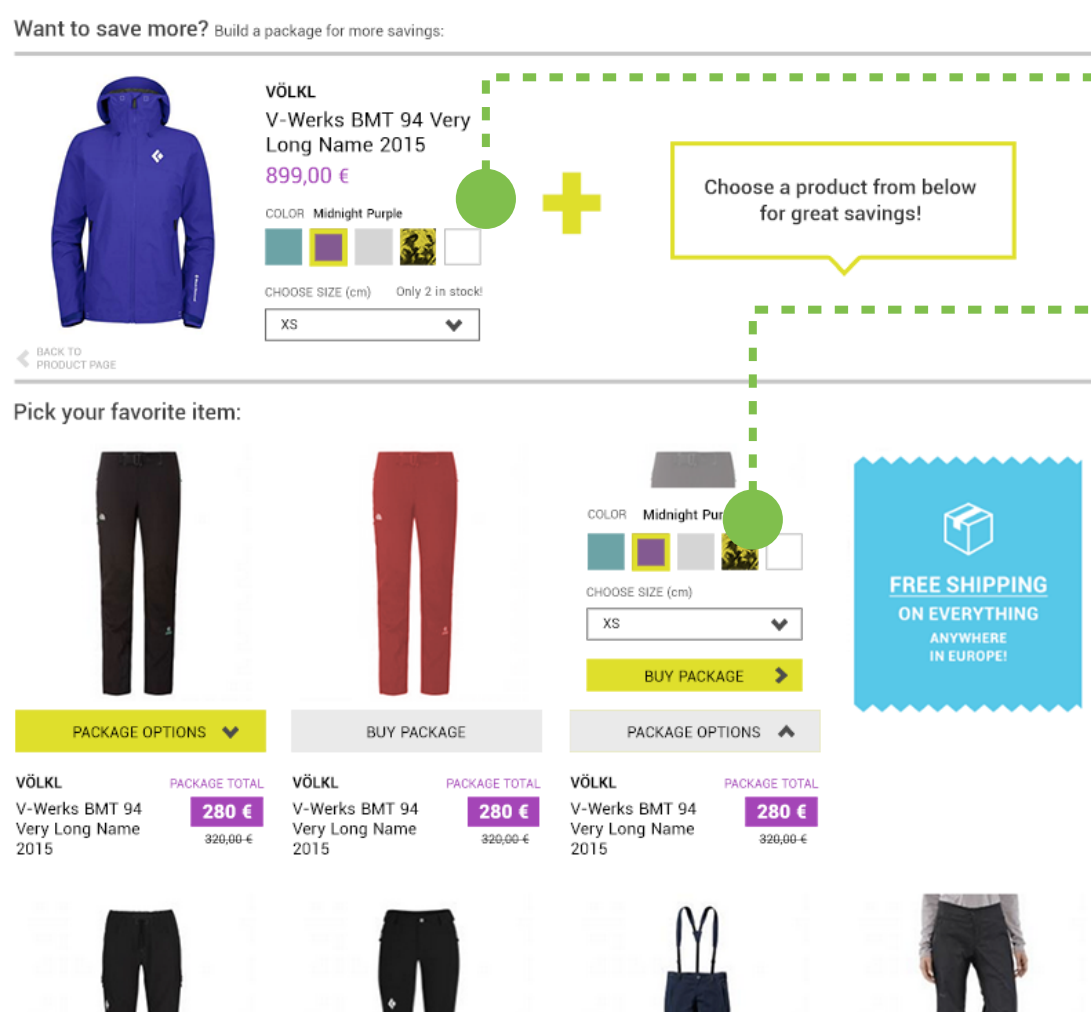
I designed a UI component & work flow 'Offer bundle tool': discount element shows up on product page when the sales staff has created a bundle.

The cheapest bundle on the product page.

> Click to view all the bundles

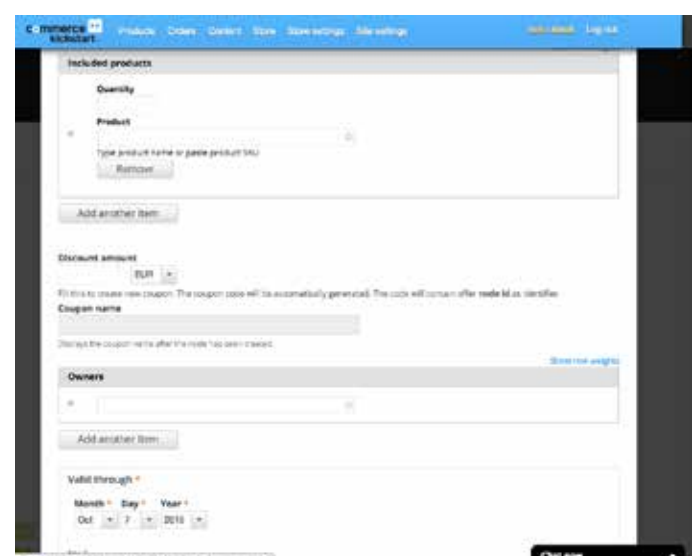


The UI specifications for the product page and offer bundle.



The original product may have options like colour and size, adjustable here.

Admin can choose only specific sizes or colour of a product for the bundle.



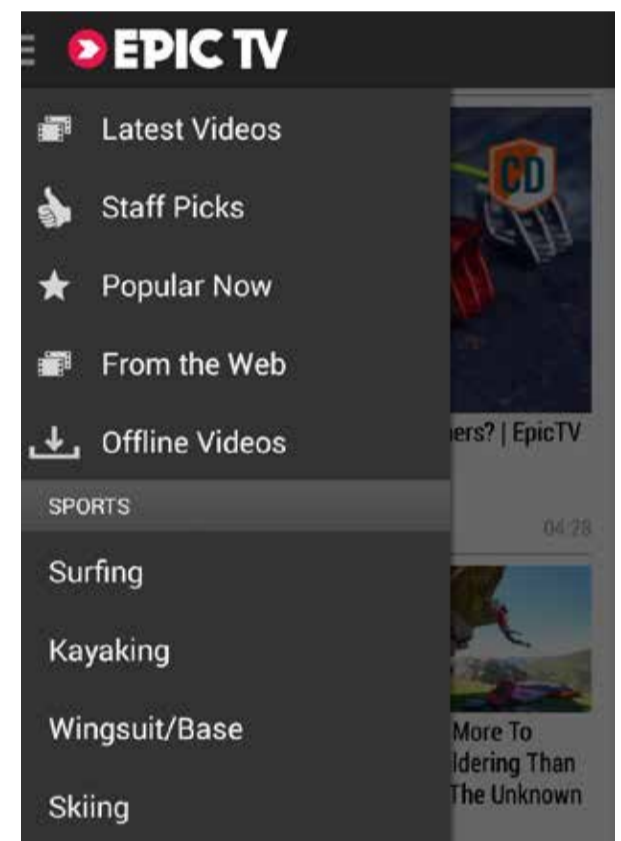
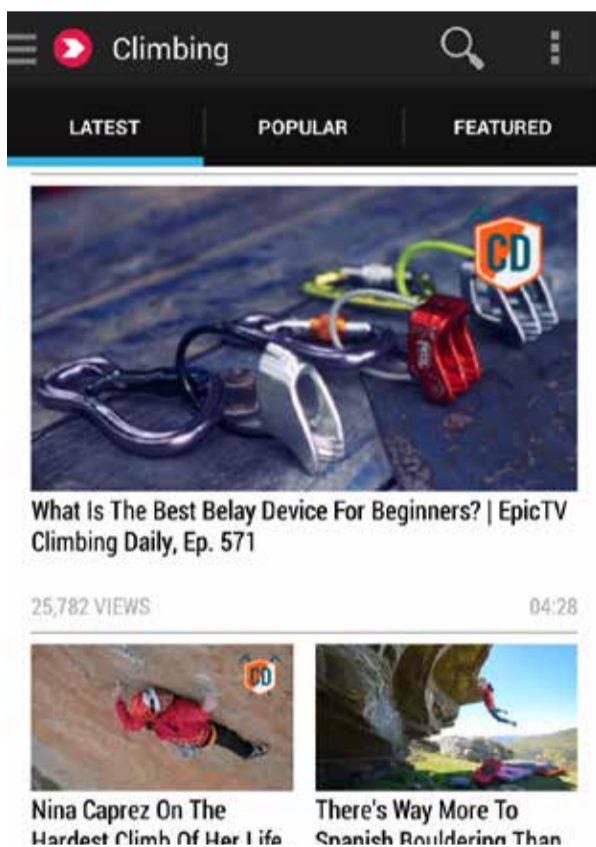
# EpicTV Mobile Apps - GUI & UX



**FEEDBACK FROM USERS:**  
struggle to stream videos  
yet want to watch in HD.  
> App can solve this!



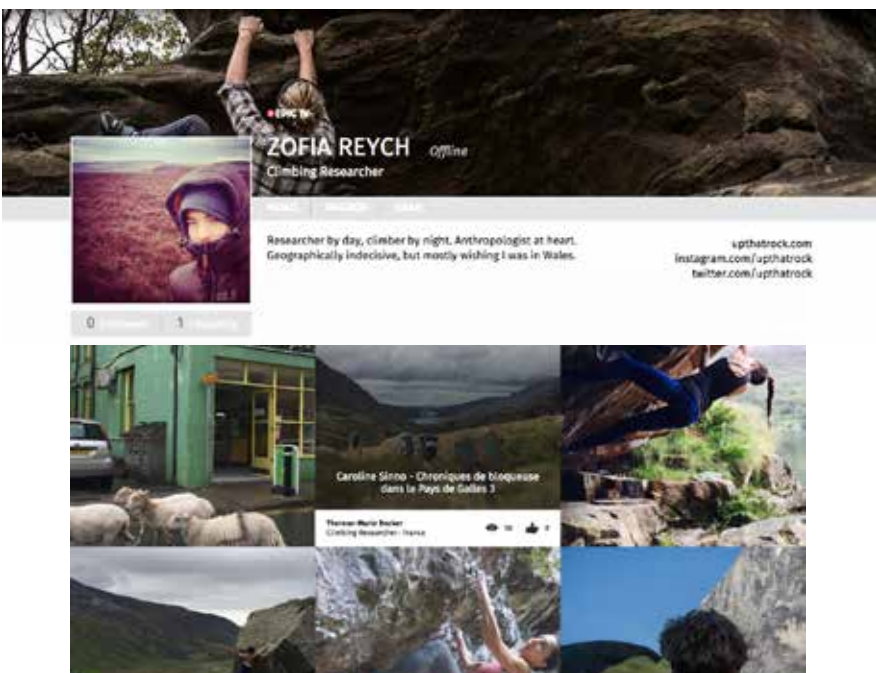
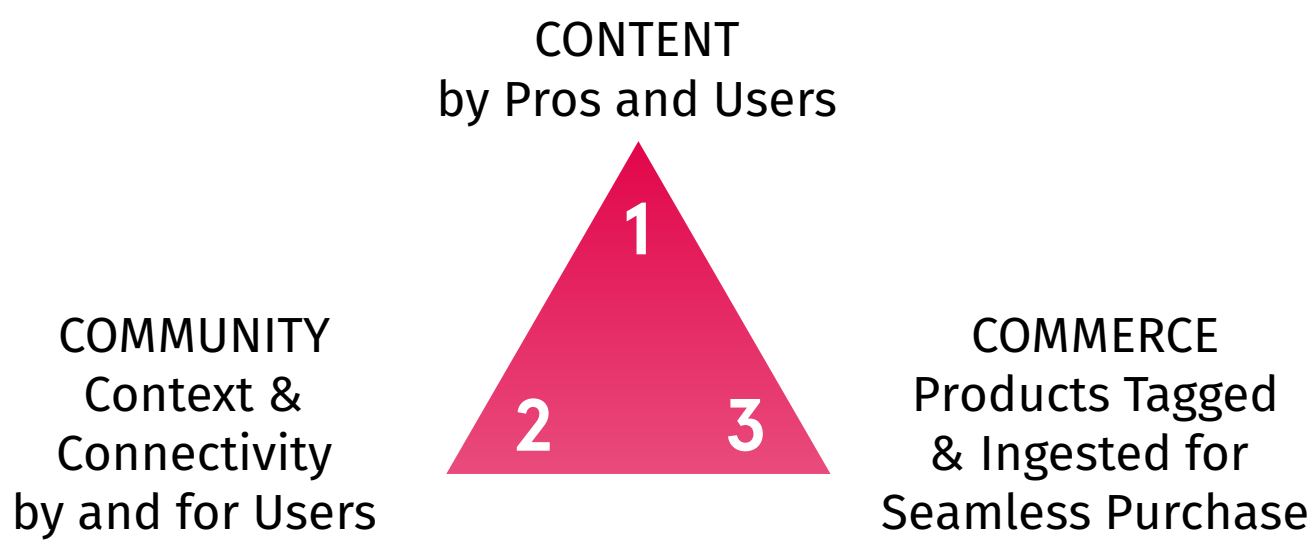
**WHAT GENUINE ADDED VALUE**  
can we offer in an app vs. web:  
1. Chromecast to watch HD  
on big screen  
2. Offline watching



WHAT DID I DESIGN? The app concept, spec, wireframes & flows.  
I also managed the development, the releases, testing and planned the launch campaigns.

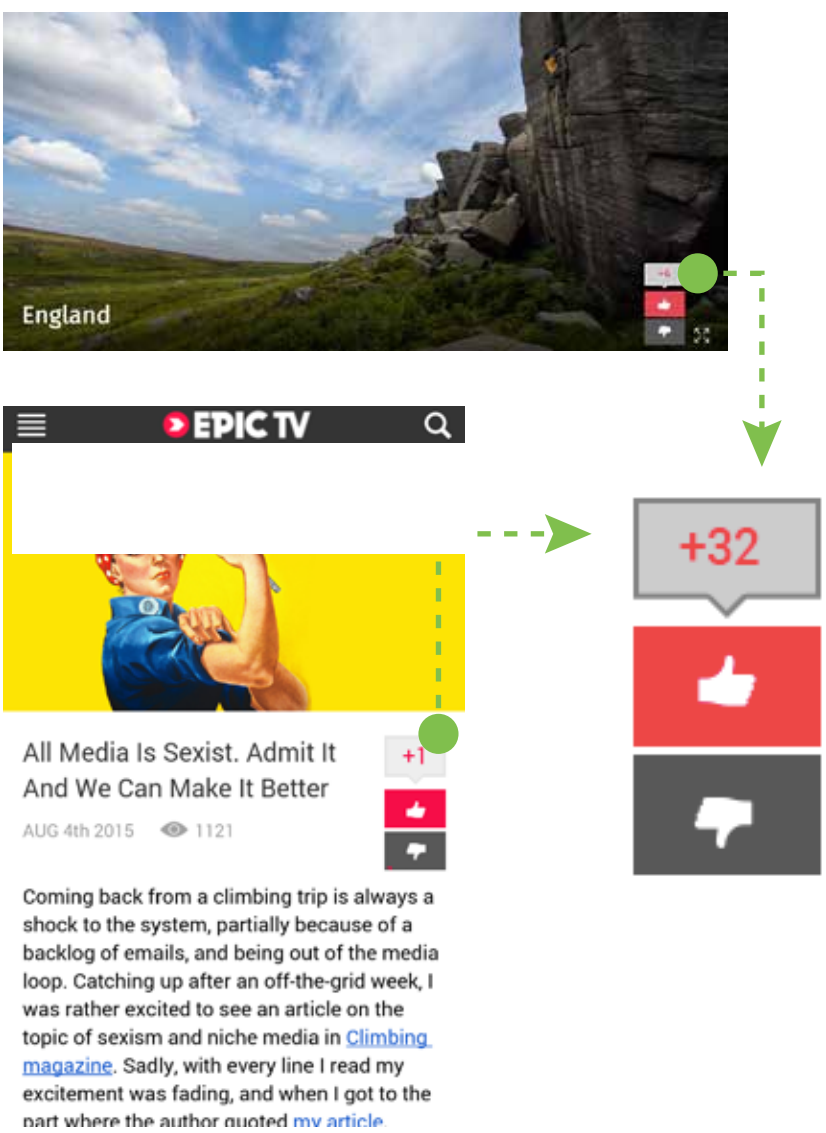


★ Strategy prepared with management & presented to the investors.  
 The strategy implementation included UX design and new work flow for publishing and social media promotion.

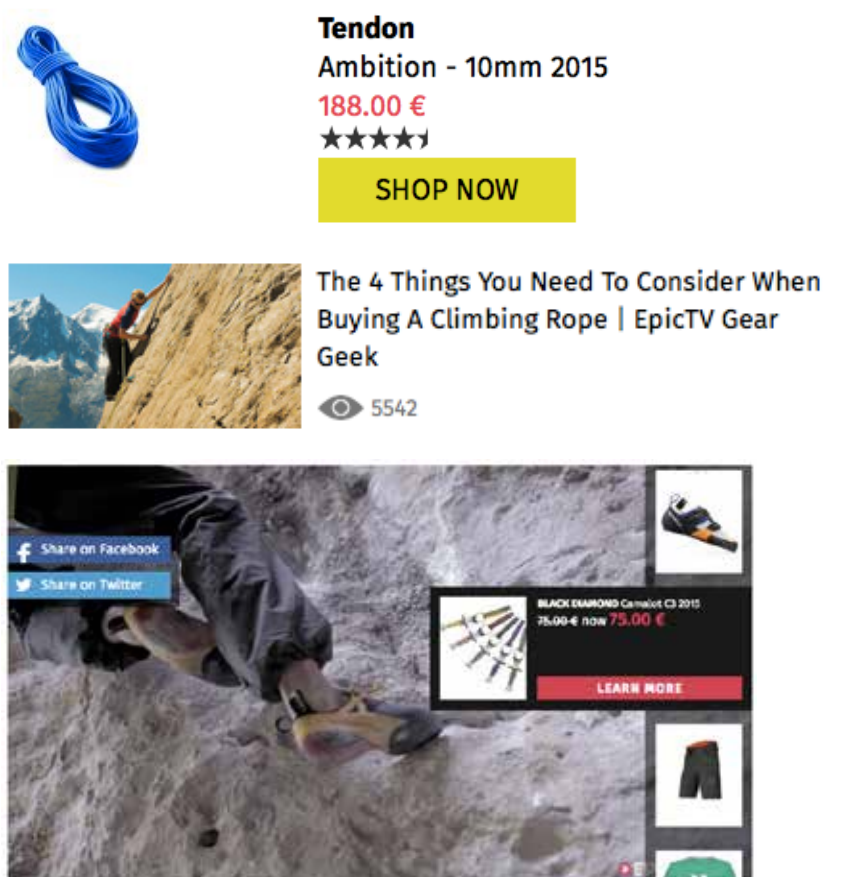


PRO & USER'S CONTENT

## INTERACTION BY THE USERS



## COMMERCE IN THE CONTEXT

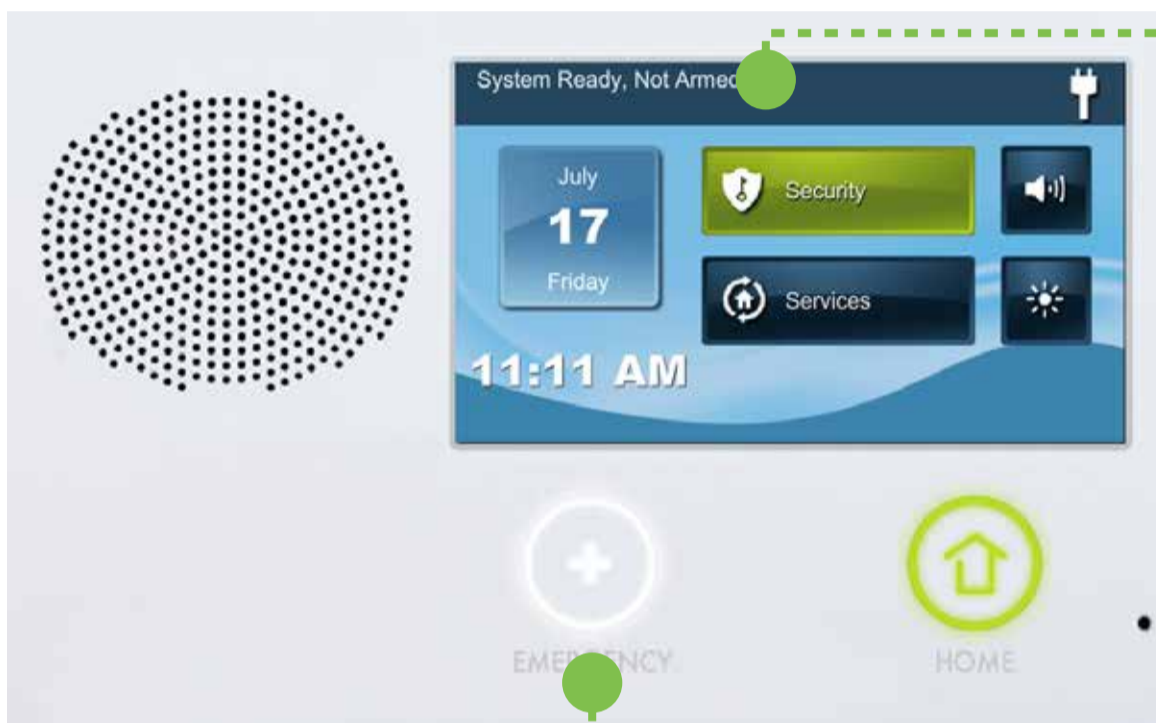




A wall mounted touch screen controller for a multi sensor home automation service.



**HOW DID WE WORK:**  
UI design with wireframes, prototypes, graphic design, usability testing and the animated GUI.



Easy status indicators with coloured buttons and status text.

A hardware button to initiate emergency sequence.

The touch screen configures all the sensors from the door locks to the surveillance cameras.

I set up one security system in the office, tested it, designed the wireframes and sent them for weekly reviews.

Upon approval from the client & coders I instructed the graphic designer and front end developer about the next steps for development.



**DISCUSSION POINT:**  
How did I run the usability tests and what were the key findings?

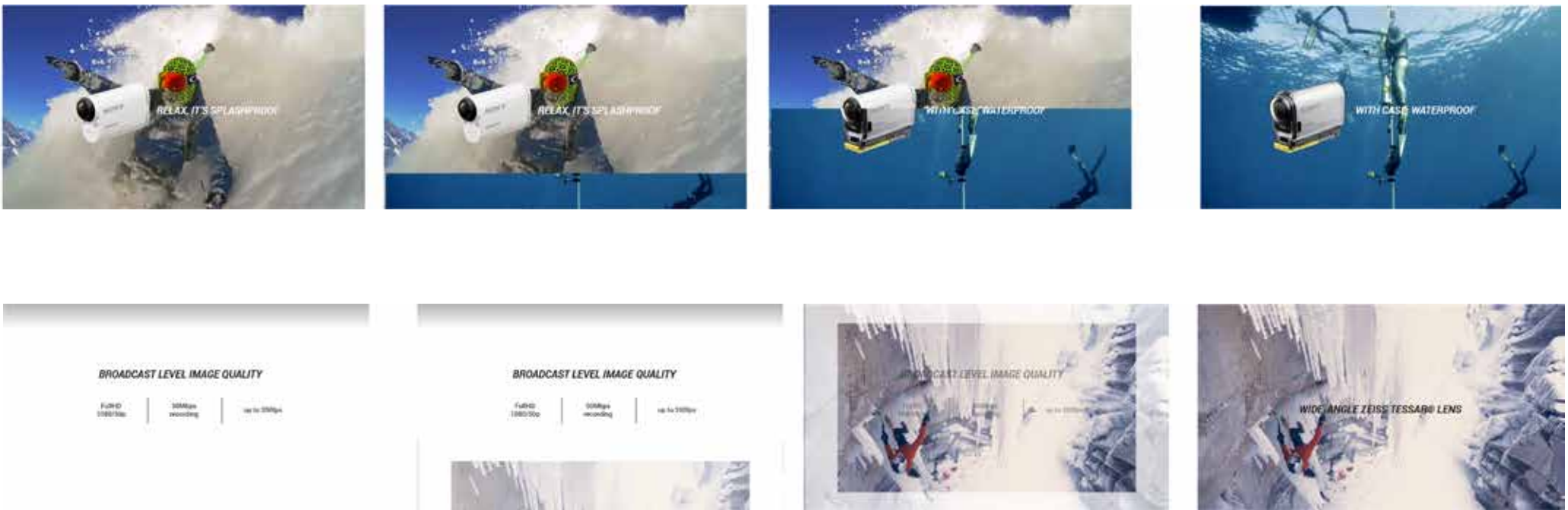
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WHAT DID THIS CHANGE? 2GIG became the #1 home automation & security platform in US.

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This project was done in collaboration with Movial, Helsinki where my role was the Lead UX designer.

## UI specification for Parallax scrolling effects:



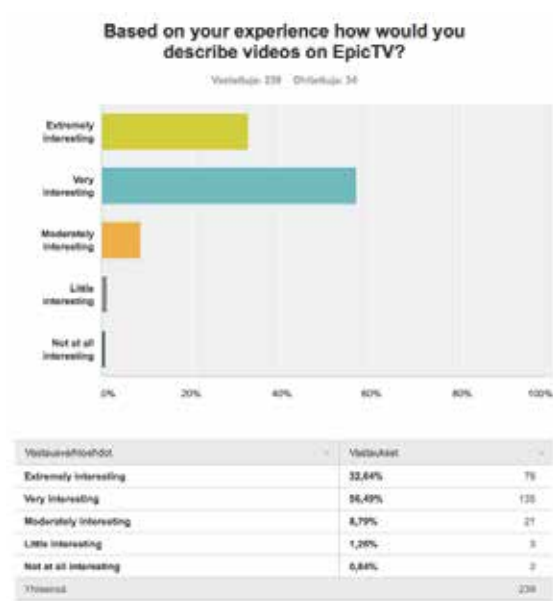
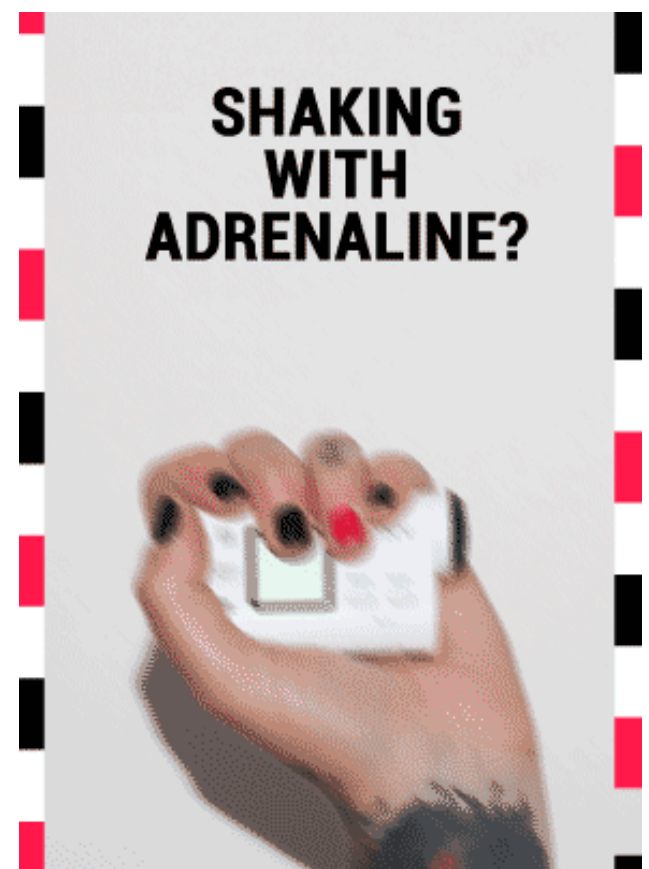
★ NEW PRODUCT LAUNCHES require some 'wow' pages where the advertising can land the users

? Using a combination of entry-page dependent surveys and Google Analytics to research, plan and set follow-up metrics for success



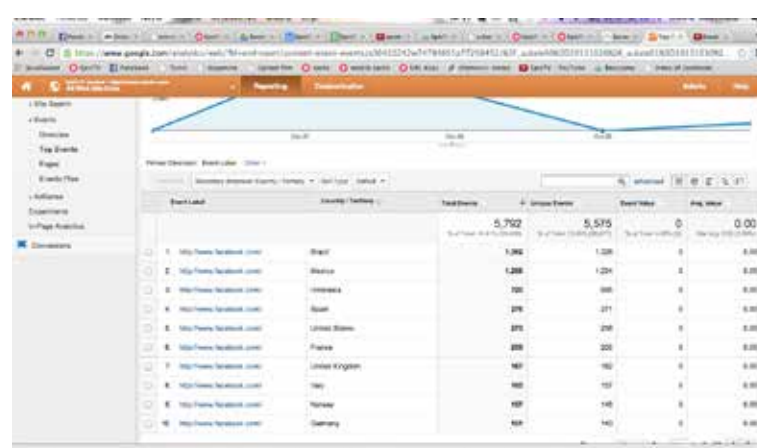
Working closely with the coder in SCRUM sprint to debug the coding and steer the design.

Commissioning the advertising to match the designated video, banner and photo advert formats on www.epictv.com



Measuring overall experience based on watched video

Google Analytics Events for advert views, filtered by the source page and user action



Thanks!

I hope to hear from you soon.



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