

Aleksi Manninen

Portfolio



Hello!

Here's a chance to integrate 25+ years of digital agency experience into your team!! I'm a business minded designer from Helsinki looking for a great place to thrive in.

My strength is understanding the client's needs, goals and requirements and meeting them with my design work.

I've worked as a Designer/AD in the web industry since the '90s, often taking responsibility in business related dialogue as well as the usual design issues (for which I've developed a systematic approach to guarantee a realistic result).

Let's talk to see what I could do you for!

Br,
Aleksi



Skills

- **Design**

- concept: what is relevant
- visual identity: what it will look like
- UX: how it will be used

- **Client understanding**

- workshopping, interviewing
- communicating in understandable way

- **Project management**

- moodboards, design systems, style guides
- workflow instructions, manuals
- design sprints, daily meetings
- continuous development

- **Main tools**

- Figma
- FlowMapp
- Adobe CS
- ClickUp

- **Experience**

- **2020 – current: Design Lead**
Karu Software Oy
- **2007 – 2020: Designer, CEO**
Aleksi Manninen Design, Maene Oy
- **2004 – 2007: Digital Art Director**
Mainostoimisto Media M1 Oy
- **2000 - 2003: Art Director**
Yomi Solutions Oy
- **1998 – 2000: Web Designer**
Online Solutions Oy

WORKS

Tvodster Evenmore

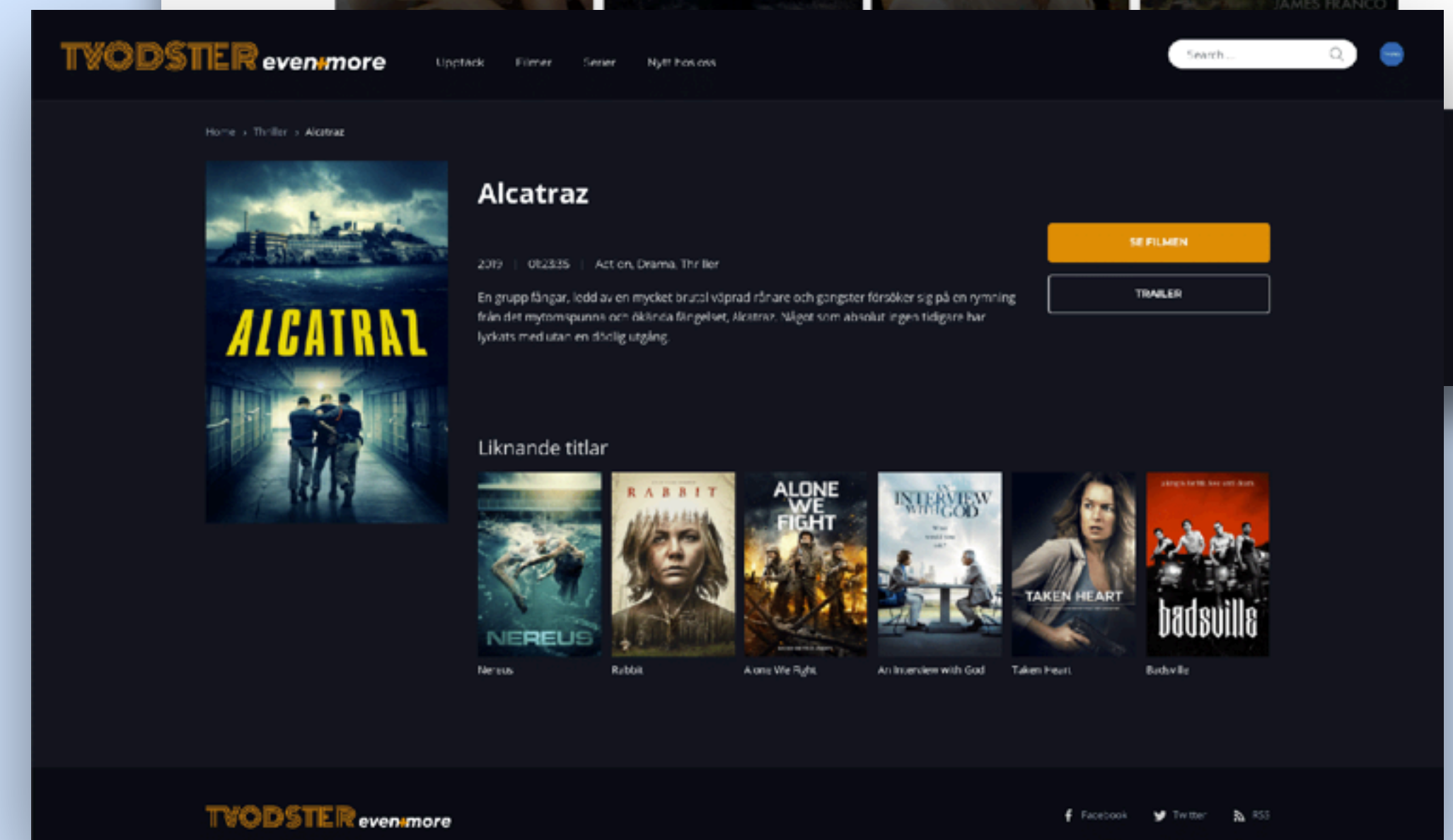
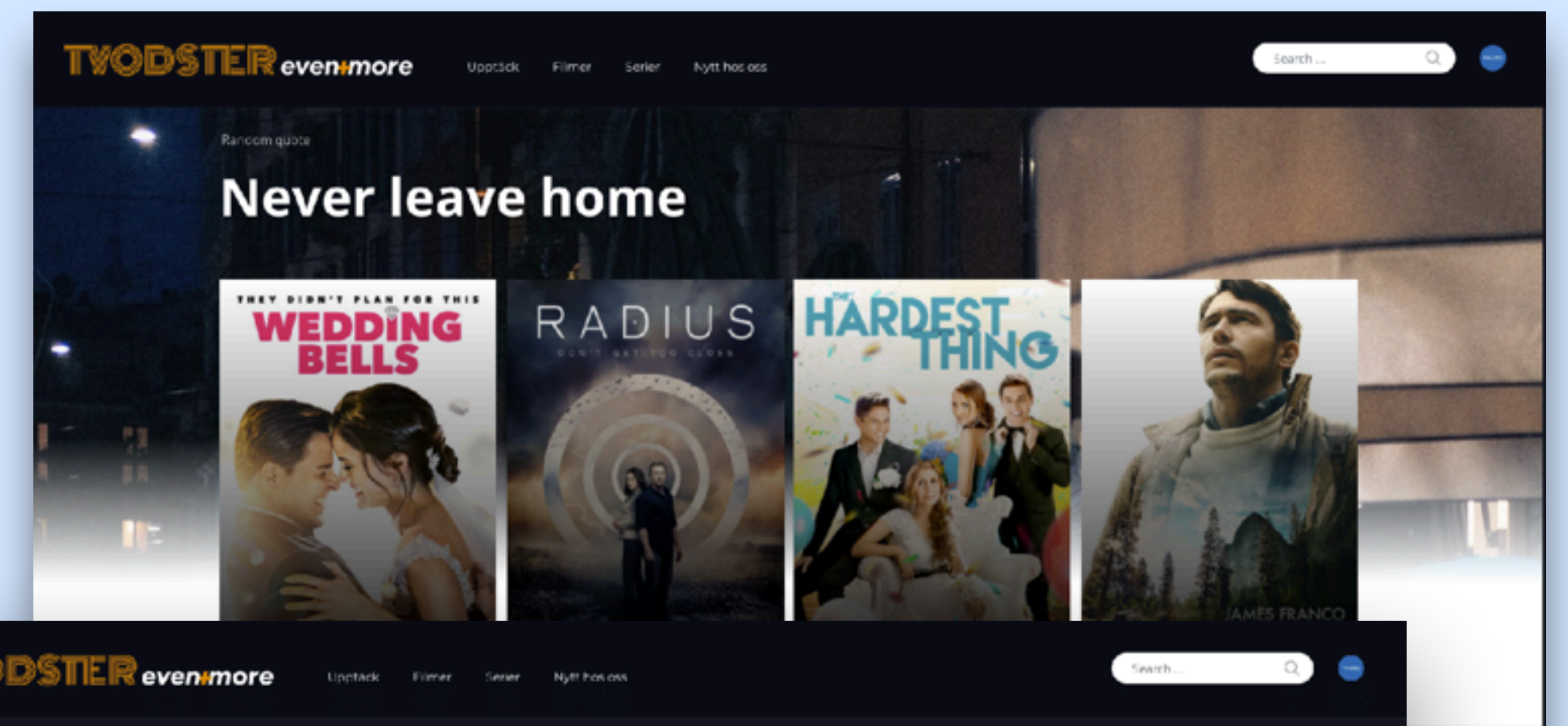
STREAMABLE GIFT

What would be the best way to give your loyal customers a gift of streamable movies? This is the question we started to solve with Tvodster (SE) and Dicientia Studios (DK).

As an official Netflix and iTunes partner, Dicientia has a great selection of streamable content and servers to make it available. The company was just lacking an interface for creating movie selections and assigning these selections to a group of users.

In my design the interface was built on WordPress. I designed a backend admin functionality for importing users, creating user groups and creating movie selections. The site imports content metadata from Dicientia MediaCloud and all content is served for the users based on their group.

After receiving an email from a loyalty program it is now easy for the end users to log in to the site using their preferred social media channel and to enjoy the content.



Steve 'n Seagulls

WEBSITE

Steve 'n Seagulls' wonderfully bonkers image was created by furious gigs, top musicianship and relaxed attitude.

The bluegrass metalheads' website is designed to be a digital hub for everything SnS online. Jaakko Manninen's brilliant photos and videos get maximum visibility.

It's easy for the band members to publish content in whatever social media channel, and it then appears also on the website. The site is also the primary source for future gigs.

The website is now at it's third released version.

Check it out!

› stevenseagulls.com



Sauma Lastensuojelu

TERVEYSTALO CHILD CARE

The Sauma Child Care website is a great example of a streamlined WordPress website project.

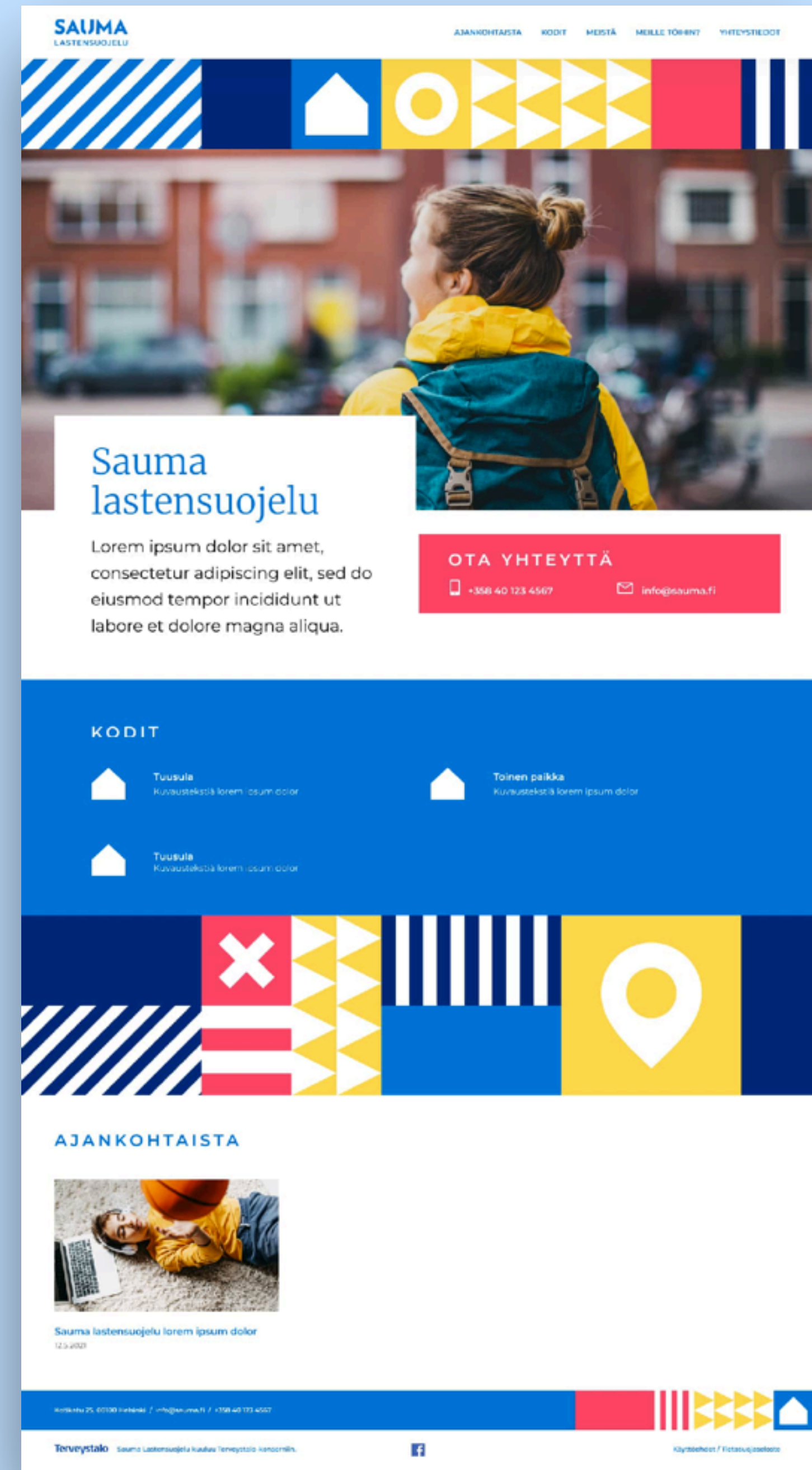
Terveystalo had been planning the content for a while already before contacting us. And as it sometimes happens, timing was also critical, so our WordPress starter theme came in handy.

I worked together with the Termeystalo designers to integrate the Sauma look and feel to a website UI.

See it live:

> saumalastensuojelu.fi

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Opens

EVENT MANAGEMENT ONLINE

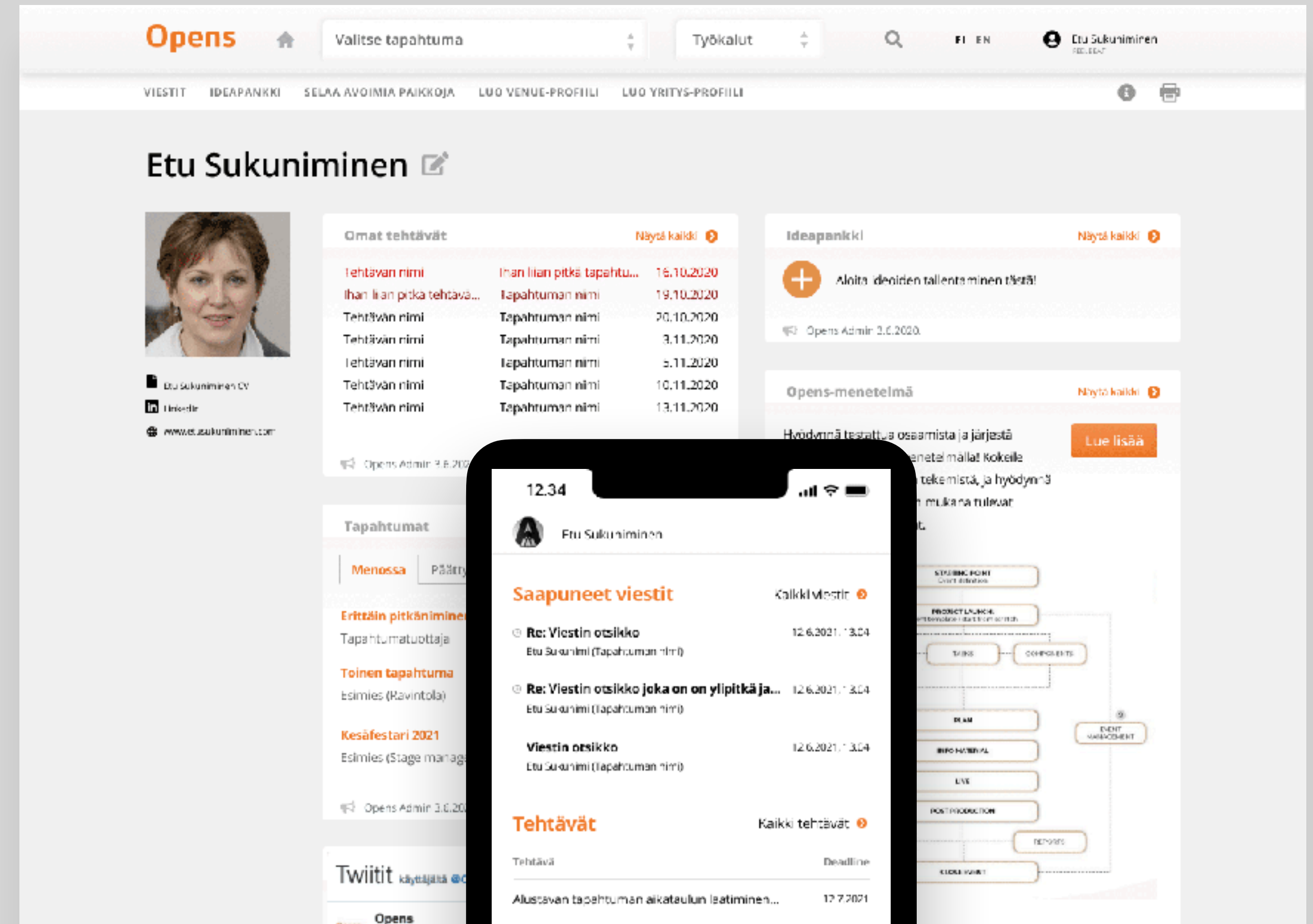
Opens is a web and mobile application for event management from small private events to big festivals.

I started working on Opens in the spring 2020 and the project goal was to come up with a new, more usable UI and a clearer overall structure for the app.

In the first phase I interviewed the CEO of Feelbeat Oy for a couple of months, providing wireframes and design ideas for the new Opens. During the interviews we settled for 15 main areas of event management (budgeting, staff, floor plans, crisis management etc.) each of which were given a section in the final app.

User profiles were a great find as well – it's now possible for an event professional to create an Opens profile and be added to projects and be assigned tasks. All this is then visible in the users Opens home screen.

The mobile app gives the user the most relevant information in the app.



Livemusiikkia.fi

SEE AND HEAR WHAT YOU'LL GET

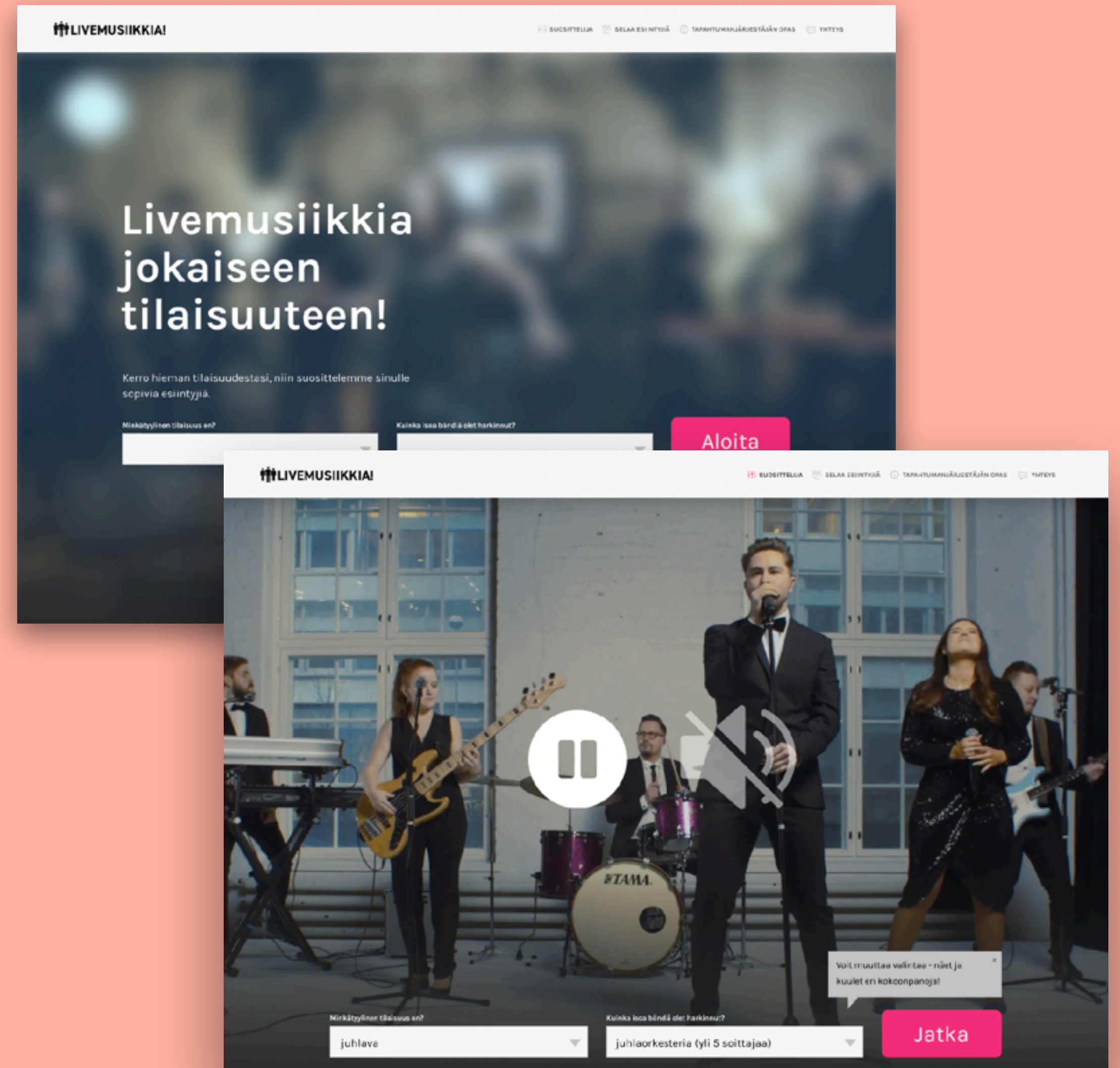
Piikkikasvi and Sahara agencies are managing many Finland's most legendary rock and pop performers. During the pandemic business was obviously slow and something new was needed.

Sometimes it's difficult for their clients to understand what a big or small act will look and sound like when making decisions for an upcoming event. Livemusiikkia website solves this in a straightforward way: we put up an all-star party band who demonstrated a song ("Happy" by Pharrel Williams) in six different lineups from troubadour to six-piece, and in two styles, casual and festive.

The client can then adjust the selection, and there's a video playing where more or less performers can be seen and heard. This really demonstrates the difference in mood and sound.

After asking some more preferences the website then proceeds to suggesting the most suitable performers and bands and the deal is moved to human agents for closing.

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Roots FC

DIGITAL SPORTS CARDS

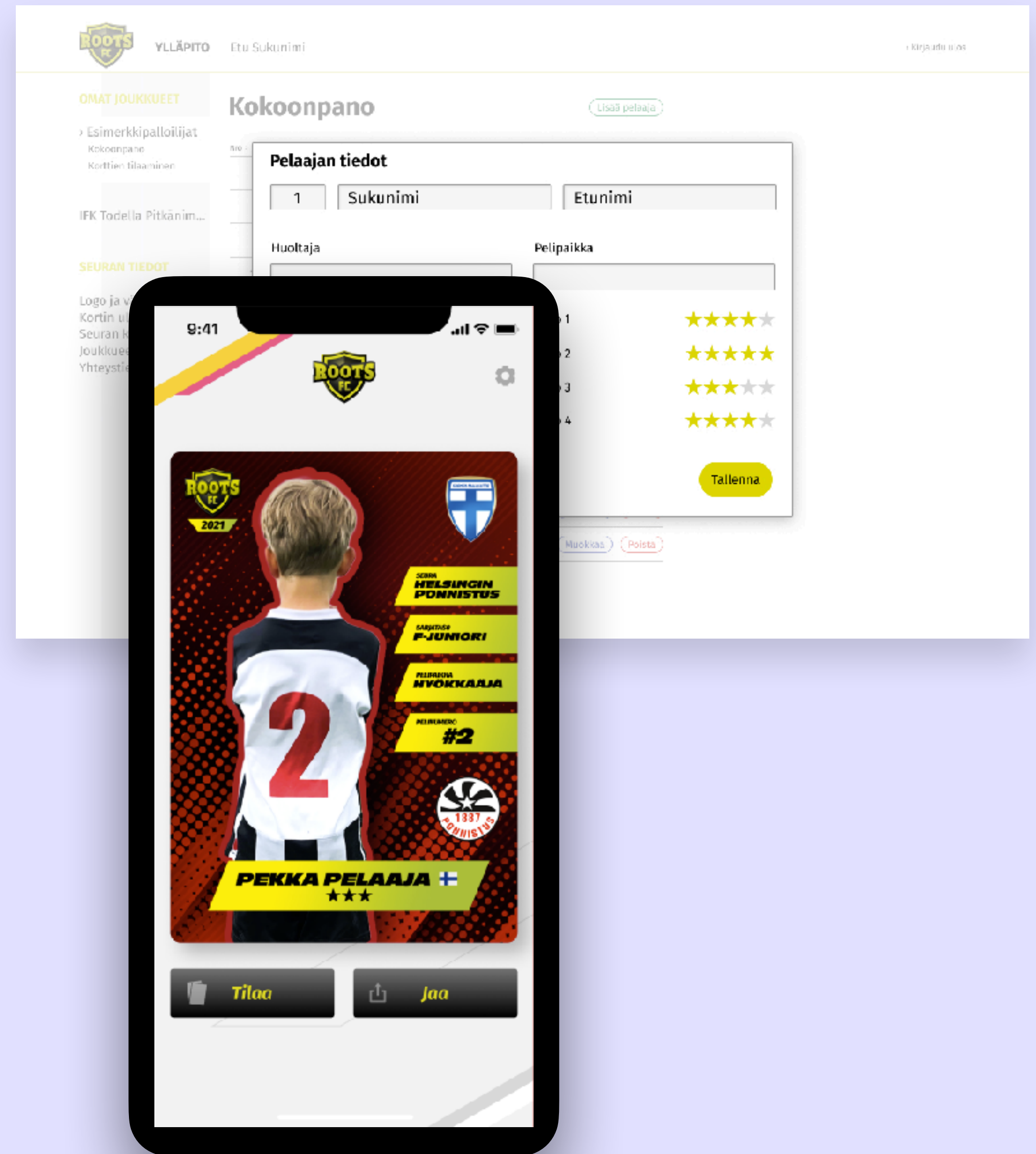
Trading sports cards – what a way to keep up with your favourite sports stars! Wouldn't it be nice if that would be possible also for the future stars who are currently playing in little leagues and backyards?

Roots FC app makes this possible – sports organisations of all levels can build teams and create player cards for everybody.

The app shows player's own card by default and as the player is being added to teams and given ratings the card starts getting real. Players can add friends and create own groups, and with the printhouse partner it's possible to order a set of cards for real.

I've been interviewing and workshoping with the founders continuously and creating a Figma prototype. As we've developed with the features, a slightly larger group has been testing the prototype.

The project also includes a web backend for administering the teams and players.



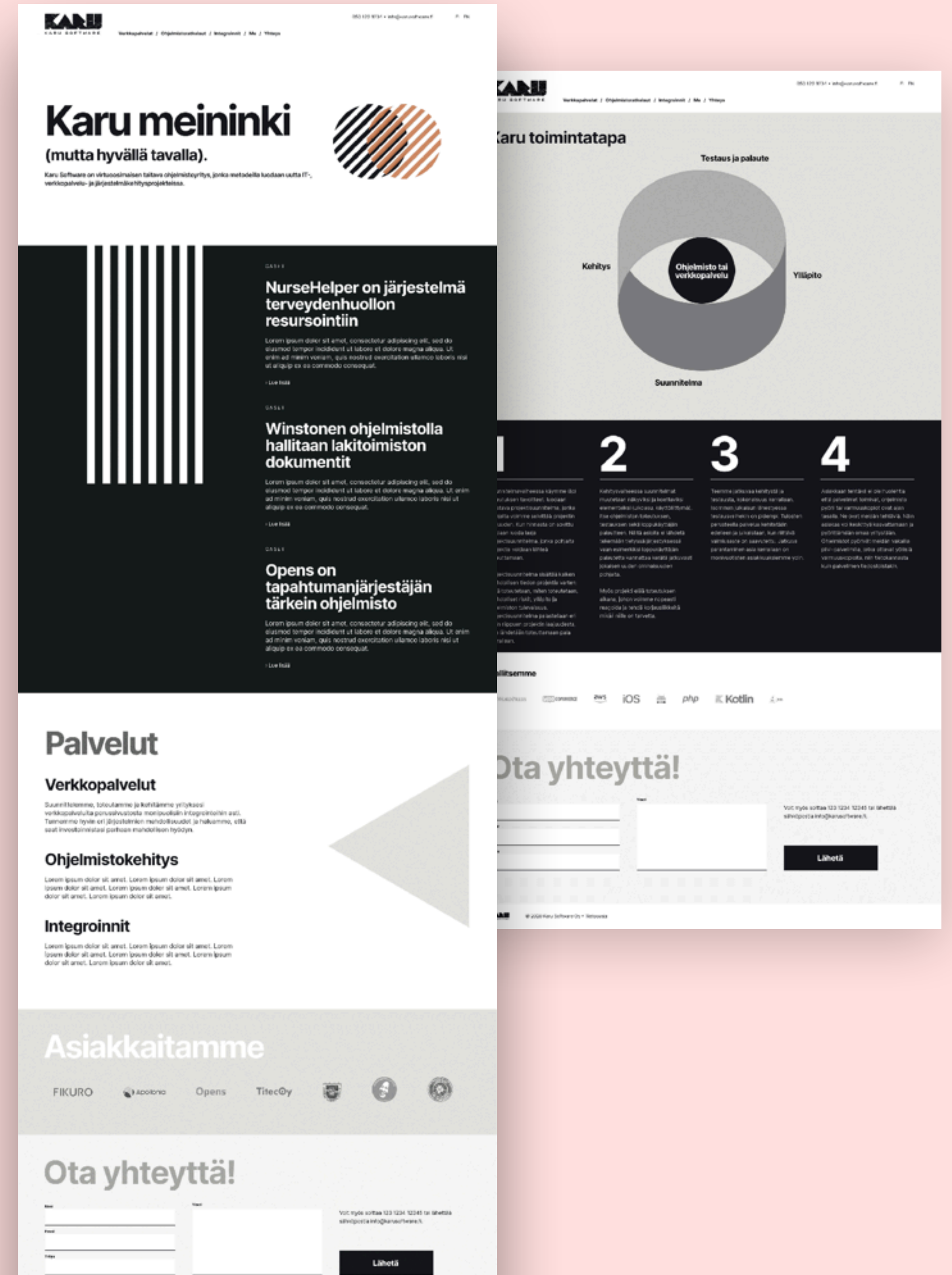
Karu Software

CORPORATE IDENTITY

When starting at my current job it seemed obvious redesigning the company identity was going to be one of my first priorities.

The previous look just wasn't "karu" enough (harsh, rugged). During the ideation process I stripped down as much as possible. The result combines eigengrau based color theme to Bauhaus spirited design elements.

> karusoftware.fi



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Let's talk.

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