

resume //

professional experience

Event Manager | TOKYO, Aalto University

January 2024 – December 2024

As the Event Manager for TOKYO, the student association for art students at Aalto University, I was responsible for fostering community engagement and organizing events that brought students together. I organized and managed key cultural events, including Maskerad (annual ball), Spring & Christmas Sales, and other community gatherings. Facilitated TOKYO x Helsinki Design Week collaboration, hosting a workshop at Kaapelitehdas during the HDW. Led event communications and promotion, managing social media, email outreach, and event marketing materials. Oversaw budgeting, scheduling, and venue logistics for seamless execution.

Graphic Designer | Cooler Planet Festival 2023, Aalto University

June 2023 – October 2023

As a Graphic Designer for Cooler Planet Festival 2023, I contributed to the visual and digital presence of Aalto University's sustainability-focused festival, which showcased projects exploring climate solutions and sustainable design. I maintained and updated the Aalto University website, ensuring accurate presentation of festival projects. Created graphics, visuals, and digital materials for marketing and festival promotion. Managed email correspondence and content coordination, ensuring timely submission of project materials from participants.

Service Design Intern | City of Helsinki

May 2022 – August 2022

Conducted qualitative research, interviews, and workshops to inform public service design. Developed motion prototypes, presentation decks, persona illustrations, reports, and user journey maps. Designed visual materials to support research findings and enhance engagement.

Head of Visuals | Dash, Design Services

January 2021 – October 2021

Led visual identity, online presence, and social media marketing, ensuring brand consistency. Designed presentations, infographics, social media content, website graphics, and print materials to support Dash's initiatives. Gained hands-on experience in startup culture. Contributed to marketing campaign ideation to attract diverse participants.



Zoe // Irina Valeeva
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skills

Design & Visual Communication

- * Graphic design (Adobe Illustrator, Photoshop, InDesign)
- * Digital media production & content creation
- * Motion graphics & animation (After Effects)
- * Video editing (Premiere Pro)
- * Illustration & branding
- * UI/UX design & prototyping (Figma)

Web & Digital Media

- * Website content management
- * Basic front-end web development (HTML, CSS, JavaScript) & accessibility considerations
- * Social media content creation & strategy

Event & Project Coordination

- * Event planning & logistics
- * Community engagement & outreach
- * Communication with artists, researchers, and collaborators

Research & Communication

- * Workshop facilitation
- * User research
- * Storytelling
- * Team collaboration