Kida B. Tarkanmäki

UX & UI DESIGNER

ABOUT ME

A creative designer with ~4 years of experience and a love for clean interfaces. Recognized for consistently enhancing user satisfaction through thoughtful design solutions and streamlining design processes.

WORK EXPERIENCE

UI Designer / PawBorough

4/2024 to PRESENT, remote

PawBorough is an upcoming RPG with 1000+ backers on Kickstarter!

- Designing **intuitive UI** for **20+ game features**, including farming, cooking, and quests, which enhances player accessibility and immersion.
- Developed our **Design System** with **120+ components** and **Typography** Guide used by 10+ game developers, ensuring **consistent cross-platform design.**
- Producing **UI art** assets across **630+ screens,** maintaining a cohesive style

UI Designer / BrainZell

7/2023 to 10/2023. remote

A biotech startup that grows human mini brains for research and medicine discovery!

- Designed a **5-page B2B website** for investors, **building awareness** and **inspiring trust** with clear, intuitive design.
- Highlighted company **milestones & offerings**, and team **expertise** to establish **credibility** and encourage **contact inquiries** through call-to-actions.
- Aligned the style of pitch decks to fit with the website's **branding**, enhancing **communication** for 5+ investor meetings.
- Facilitated **workshops** to figure out the startup's **needs & wants** to achieve our set goals

UI/Web Designer / Remode

3/2023 to 7/2023, remote

I reworked Remode's branding and website used by **500+ monthly visitors.**

- Developed **4 responsive pages** optimized for **3 device types**, ensuring **compatibility** across platforms.
- Conducted **research** and **competitive analysis** on **8 competitors**, ensuring a **user-centric** design approach by incorporating best practices.
- Improved **UX copy** across 4 pages to better communicate Remode's **value proposition** and enhance **user understanding**.

CONTACT

- (+46)76-1693633
- Stockholm
- kida@tarkanmaki.com
- kidatb.com

AWARDS

Cambridge Advanced English / Diploma
7/2018

Best IT-Student / School Award
8/2017

Kida B. Tarkanmäki

UX & UI DESIGNER

UX & UI Designer / Bantaba

9/2021 to 8/2022, hybrid in Stockholm

Africa's largest startup-diaspora community! As the **sole designer** for Bantaba, I played a crucial role in the overall design process.

- Designed a **landing page** from scratch that supported **platform growth** by **~30%** more users
- Developed a **brand style guide** applied to **7+ projects** (e.g., landing page, platform, emails, events) to ensure **consistent branding.**
- Conducted thorough **user research**, identifying **key pain points** and **opportunities** for **improvement** of the platform.
- Crafted **30+** social media graphics that boosted **user engagement** and **visibility**

HOBBY PROJECTS

UI Designer / 3 Game Jams

2023 & 2024, remote

I participated in collaborative game jams (hackathons) with developers and artists!

- Designed and implemented UI for **3 games**, including intro screens, menus, and in-game HUDs, within **3-day deadlines.**

EDUCATION

Front-end & Accessibility / Brobygrafiska

11/2023 to 4/2024

- Solidified my HTML, CSS, JavaScript & React knowledge.

UX design and Requirements analytics / Chas Academy

9/2020 to 6/2022, STOCKHOLM

Chas Academy is a higher vocational university.

- Mastered design processes, interview techniques, and agile methods.
- Trained in facilitating effective communication and user insights.

KEY SKILLS

Design Tools:
Figma, Photoshop, Adobe XD, Illustrator, Miro, Notion

Development Knowledge:
HTML, CSS, JavaScript, React

Inskriven på ABF, Rätt till lönebidrag (arbetsgivarstöd)

CONTACT

- (+46)76-1693633
- Stockholm
- kida@tarkanmaki.com
- kidatb.com

AWARDS

Cambridge Advanced English / Diploma
7/2018

Best IT-Student / School Award
8/2017