

Human-Computer Interaction Designer, Psychologist

Ray Joonatan Pohjanheimo

Nationality: Finland

Date of Birth: 05/06/1989

Herbenusstraat 13C01, 6211 RA Maastricht, The Netherlands

+358 505635269 | ray.pohjanheimo@gmail.com

[LinkedIn](#) | raypohjanheimo.com | [GitHub](#) | [Design Portfolio](#) | [Research Portfolio](#)



CURRENT POSITIONS

12/2016-

Full-stack Designer/Consultant, Ray Pohjanheimo T:mi

Various locations

- *Web Development* - Developing a Mindfulness Therapy training platform for PrejudiceLab at SWPS University in Poland
- *Web Development* - Developed and launched Ameliate - a web-based Cognitive-Behavioural Therapy application (app.ameliate.com)
- *Web Design, Kalarannan Savustamo* - Designed the website of a Finnish fish smoke house (kalarannansavustamo.fi)
- *Executive Producer / Marketing Consultant, Post Coitum* - Successfully executed a €2000 crowdfunding campaign for post-production of a short film on Kickstarter, reaching 103,5% of the target funding.

03/2020-

Psychological Product Manager/VR UX Designer, Psylaris

Maastricht, the Netherlands

- Researching previous VR solutions within the scope of psychology
- Evaluating design and user experience of an EMDR-based therapy application in VR
- Interaction and user experience for psychological VR applications

PAST POSITIONS

07/2019-

03/2020

Lead UX Researcher/Human-Centred Designer, Hunome

Helsinki, Finland / Remote

- Leading design and development of validation research programme for confirming product-market fit and usability of the upcoming digital product.

07/2017-

07/2019

UX/UI Designer & Researcher, 4LifeSupport

Leiden, the Netherlands / Remote

- Wireframe and interaction design for the first product prototype.
- Research lead for validating user and consumer needs in data privacy.
- User journey mapping for the second prototype of 4Life.

09/2017-

09/2018

Social Media Manager, Mash Group

Helsinki, Finland / Remote

- Built strategy and Social Media presence of Mash from zero to several thousand, collaborating with external agencies and senior leadership of the company.
- Improved customer engagement and conversions of existing brand Euroloan through behavioural analysis and new content ideas by up to 300%.
- Managing marketing budgets of up to €10 000 per month.

03/2015-

10/2017

Social Media Analyst, Oxyme

Amsterdam, the Netherlands / Remote

- Identified, analysed, and translated customer statements of client brands on Social Media in Finnish and Swedish.
- Market analysis of new clients' Social Media presence.

02/2016-

08/2016

Promotion Coordinator, HousingAnywhere.com

Rotterdam, the Netherlands

- Recruited and managed a team of 16 Student Ambassadors.
- Produced videos for promotional and recruitment purposes.
- Presented Housing Anywhere at universities and key events.

07/2014-

09/2014-

Team Leader, Amnesty International - Finland

Helsinki, Finland

- Lead a team of fundraisers and recruited more recurring donors for Amnesty International's Finnish division via direct sales.

See further experience in [LinkedIn](#)

EDUCATION

2018-

MSc. Human-Computer Interaction Design

EIT Digital Master School / University of Twente & Université Paris-Sud

2013-2017

MSc. Psychology

Lund University, Sweden

My thesis investigated the impact of social power on Facebook user behaviour.

2010-2013

BSc. Psychology

University of Groningen, the Netherlands

My major differentiation was in Social and Organizational Psychology.

VOLUNTEER AND OTHER EXPERIENCE

- 2015 **Event Manager, Amnesty International Student Group**
Leiden, the Netherlands
I volunteered for Amnesty International's Student Group Leiden and took on the responsibility of organising a fundraising event to support the activities of the group.
- 2015 **Art Director & Photographer, Crossroads**
Lund, Sweden
I volunteered for a photography exhibition fundraising event to help homeless immigrants in Lund, Sweden. I provided a selection of my photographs for sale and designed the advertisement material used for promoting the event.
- 2012 **Promoter, English Activities Committee, VIP**
Groningen, the Netherlands
I was responsible for the advertisement, promotion, and graphic appearance of the events organised by the English Activities Committee of my student association.

CERTIFICATES, ACHIEVEMENTS, AND PROJECTS

- 2019 **Amelioration, Web & Mobile Development (Bubble.is)**
I'm currently developing a self-administered Cognitive-Behavioural Therapy app. The aim is to have an easy-access and free therapy solution for individuals and a paid one for mental health professionals. [Link](#)
- 2019 **Learn Web Scraping with Python from Scratch, Udemy**
A web scraping course to extract data from websites with Python.
- 2019 **Arcade Classic in JavaScript, Udemy**
JavaScript development essentials.
- 2018 **Finalist, EIT Business Challenge**
My business idea for a pre-diagnostic therapy app made it to the finals at EIT Digital Master School's Kick-off event in Paris, France.
- 2018 **EIT Scholarship**
I've been awarded a scholarship for the Human-Computer Interaction Design programme I'm following.
- 2018 **RekryBot, Python Development**
I built a Twitter Bot using resources from GitHub that retweeted Finnish job postings. [Link](#)
- 2016 **International DJ, Java Development**
I created a 2D game on Java applying the basic principles of interactive programming. [Link](#)

SKILLS

Agile/Scrum, Behaviour Insights, Business Development, Innovation Solutions, Content Production, Design Thinking, Group Dynamic Skills, HTML, Java, Javascript, Journey Mapping, Marketing, Multimedia Production, Organisational Development, Presentation, Python, Research, SEO, Social Media, Team Leadership, User Experience Design, User Personas, Wireframing, Virtual & Augmented Reality Design

LANGUAGES

Finnish Native, English C2, Swedish B1, French B1, Dutch A2

SOFTWARE

Adobe Creative Suite, Asana, Axure, Bubble.is, Confluence, DaVinci Resolve, Excel, Final Cut, GIMP, Invision, iMovie, JIRA, Justinmind, Logic Pro, Numbers, Pages, Phoneygap, Powerpoint, Sketch, SPSS, Thunkable, Trello, Unity, Wix, Word, Wordpress

HOBBIES

Photography, Music Production, Filming, Travelling, Writing

REFERENCES

Mike Verhiel, CEO Psylaris
mike.verhiel@psylaris.com

Christoph Lynen, CTO Psylaris
christoph.lynen@psylaris.com

Sander van Boom, Co-Founder, 4LifeSupport
svanboom@filterless.nl // +31 623526657

Åse Innes-Ker, Senior Lecturer, Lund University
ase.innes-ker@psy.lu.se // +46 46 222 33 96

Lucia Piseddu, Head of Department of Relations (former), HousingAnywhere.com
lucia@housinganywhere.com // +31 644212485

Marko Pajula, Fundraising Director, Amnesty International - Finland
marko.paiula@amnesty.fi // +358 443350462