

Atena Larni

📍 Helsinki, Finland

✉️ atena.larni@gmail.com

🔗 Portfolio

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Service Designer specialising in customer journey orchestration and lifecycle management, with a proven ability to translate customer insights into strategic product direction and business decisions. Experienced in aligning cross-functional teams around shared CX and commercial outcomes across complex product ecosystems.

Education

M.Sc. **University of Eastern Finland**, Information Technology

B.Sc. **National University of Iran**, Software Engineering

Work Experience

F-Secure Corporation, UX and Service Designer

Helsinki, Finland
August 2022 – Present

- Worked on F-Secure SENSE, a cybersecurity solution for routers and home gateways, ensuring protection for all connected devices.
- Designing the F-Secure value proposition Canvas, focusing on aligning partner and consumer needs.
- Contributing to establishing JourneyOps and customer centricity in the strategic development, product development, and value creation process.
- Contributing in framing and leading the roll-out of Opportunity Value Index (OVI) framework which help Product managers to assess and prioritize potential product opportunities by considering Desirability, Viability and Feasibility factors.

Fastroi Oy, UI/UX Designer

Joensuu, Finland
June 2021 – July 2022

- Worked on RTC (Real-Time Care), a domiciliary care software designed for home care services.
- Focused on UX and UI design, improving the Mobile App for care professionals by enhancing scheduling, rostering, task management, reporting, and alerts

Pantel, UX Lead

Tehran, Iran
June 2020 – Dec 2020

- Led UX design for Pantel, a super app offering messaging, social media, video and audio conferencing, AI-powered bots, maps, and games.
- Focused on user engagement, usability, and seamless navigation within the platform.

Tehran Internet, UX Designer

Tehran, Iran
Sep 2018 – Aug 2020

- Worked on Eways, a B2B e-commerce platform serving retail and resellers in Telco, broadband and mobile services.
- Focused on improving user experience, usability, and navigation to streamline business transactions.

, Freelance UI/UX Designer

Tehran, Iran
Jan 2018 – Jul 2019

- Worked on Karopoly Website (May 2018 – Jul 2018), a B2B e-commerce platform for trading and exchanging business assets.
- Worked on Iraq Payment Application (Oct 2018 – Dec 2018) a mobile payment app tailored for users in Iraq.
- Worked on 141 App (Mar 2019 – Aug 2019), a map-based navigation and routing platform for intercity travel in Iran, developed for the Iran Road Transport and

Transportation Organization.

Rahnema College, Intern UI/UX Designer

- Worked on Mana Gym (Summer 2018) as part of an internship project at Rahnema College.
- Designed the UI/UX for a fitness tracker and sports application, enhancing user experience for workout tracking and activity monitoring. Organization.

Tehran, Iran

Jun 2018 – Jul 2018

Farabi Accelerator, Junior UI/UX Designer

- Worked on various fintech startup projects, focusing on UI/UX design, user research, and experience optimization

Tehran, Iran

Jul 2017 – Mar 2018

Skills

Languages: English (Professional Working Proficiency), Swedish (Beginner), Persian (Native)

Design: UX Design, Service Design, JourneyOps, User Research and Usability Testing, Value Proposition Design, Wireframing and Prototyping, Co-Creation Workshops, Design Thinking and Ideation Sessions, Cross-Functional Collaboration

Tools: Figma, Miro, TheyDo