

RESUME // SATU LAVINEN

SUMMARY: A professional with cross-disciplinary work experience ranging from the field of built environment to digital services. Leadership and management experience. Equipped with a lucid understanding of the key processes of an SME, project management and research. Intellectually curious person, having the capability to sieve the essential out of large bulk or information and channelling it to the projects. Able to persuade people to undergo changes in the established procedures and push changes through in an organization.

KEY PROFICIENCY: assessment of housing areas, especially sustainability, analysis, service and research portfolio building, project management, process/method development, coaching, communications.

PROFESSIONAL EXPERIENCE

- 2013-2015** **Director, Research and Development** **Tengbom Eriksson Architects Ltd.**
I have initiated and managed numerous research projects plus shaped both the R&D strategy of the company and its processes while being part of the executive group. I have acquired a thorough "x-ray image" of the core processes of the company through participating in sales and tendering, project management, service automation software migration and employee coaching, and finally budgeting, financial forecasting and reporting.
- 2011-2013** **Researcher, project architect** **Eriksson Architects Ltd/Tengbom Eriksson Architects Ltd.**
I worked as a researcher, designer and coordinator in projects that promoted eco-efficiency and quality of land use plans for housing areas. My tasks ranged from literature studies to methodology development, setting up and maintaining project websites, organizing seminars to designing and producing guidelines and reports.
- 2009-2010** **Researcher** **Aalto University School of Science and Technology, Dept. of Architecture**
Hands-on oriented study of urban planner's job, and how Augmented Reality technology could be utilized to enhance communication across different actors and support civic participation in the planning process.
- 2006-2008** **Production Manager, Service Producer** **Apaja Online Entertainment Ltd**
Managing of several teams. Planning, scheduling, and resourcing several projects: fe. Playray graphic renewal project, Lycos-partnership, several new Playray locale launches, Apaja corporate site renewal. Assisting of Creative Director in design direction of all graphic material, with areas ranging from identity, look & feel to usability. Participating in the development of organization's project management practices and improvement of processes.
- 2006** **Illustrator/Graphic Designer** **Creapaja Ltd.**
Illustrations for an Online Community. In addition, I deputized for the project manager; translated client's needs into clearly defined tasks, and schedules for other illustrators, and supervised their work (Creapaja was a subcontractor for Apaja Online Entertainment).
- 2005-2006** **Designer/Research Assistant** **Technical University of Helsinki, SOTERA-institute**
Developing the on-line visibility and presentation of research activities and targets. Responsible for planning and production of presentation videos (3D & video editing).
- 2005** **Designer** **Valkeus Ltd**
Interface design, Concept design, Graphic design for web, realtime applications, Flash and mobile. Clients: Coronaria, Nokia, Metso, Christmas Foundation.

- 2004** **Production Coordinator, Designer** **University of Art and Design Helsinki, Media Lab**
 Project planning of "Media Lab10 years" exhibition; coordination of the technical resources, scheduling the exhibition set up and communication with the exhibitors. Developing research group's visibility through an on-line presentation of research activities. Design and production of a flash presentation for CIPHER-research group.
- 2002 – 2003** **AD/Graphic Designer** **Adactive Ltd**
 Production of architectural visualizations, modeling, and editing animations. Design of Adactive's visual identity: business cards, symbol, logotype, website, brochures, document templates.
- 2000 – 2002** **Designer's Assistant** **Design Office KOKO3 Ltd**
 Assisting in interior design projects, communication with clients and material suppliers, production of drawings and other building documentation. Detail planning.
- 1998 – 1999** **Draughtsman** **Interior Design Office Matti Kulovesi**
 Assisting in interior design projects, production of drawings and other building documentation.
- 1998** **Draughtsman** **R-H Laakso Architect's Office Ltd**
 Digitizing of drawings, production of marketing material.
- 1990 – 1997** **Various part-time jobs**
 Jobs at construction sites, as a horse groom, as well as a cleaner and a shop cashier.

EDUCATION

- 1996 – 2010** **M.Sc. in Architecture** **Department of Architecture, Aalto University School of Science and Technology**
Major: Urban Planning. **Diploma thesis:** "Collaborative City" discussed how to use Augmented Reality technology to improve communication and support civic participation in the planning process. My studies provide me with a broad base for design activities. My approach to design challenges balances between economic, functional, technical, social and aesthetic aspects.
- 2000 – 2004** **M.A. in new Media** **Media Lab, University of Art and Design Helsinki**
Focus: "New Media Management" in which I focused on coordination, contracts and funding aspects of media productions. **Final thesis:** 3D-animation "30 – LOVE" gave me a solid experience in 3d-production process. **Major Study projects:** short movie "Lilja" 2001, producer, ITV-pilot "Sankari" 2002, production manager.
- 1999-2000** **Marketing & entrepreneurship courses** **Helsinki School of Economics**
 Especially "Information Technology Program" gave me insight in new media project work flow, the development process of corporate identity, plus the mind-set and tools of economists.

SOFTWARE SKILLS **Graphic Design:** Adobe CS: (Photoshop, Illustrator, InDesign) Acrobat **3D, Video:** Softimage XSI, 3DS MAX, **DVD-authoring:** FinalCut/Premiere, DVD-studio pro Web: Golive/Dreamweaver, Flash, Cleaner, **Other programs:** Office (Word, Excel, Power Point), AutoCAD, ArchiCAD, MAX/MSP, Severa 2&3.

LANGUAGE SKILLS **Finnish:** native **English:** fluent **German:** good **Swedish:** fair **Russian, Spanish, French:** tourist

HOBBIES & AREAS OF INTEREST I am a **passionate rider**, a mediocre swimmer, an on-off yogini and an urban gardener. Photography, reading and not-too-serious art/design projects too are my sources of joy, relaxation and inspiration.