

Vilma Koivisto

UX Designer & Illustrator

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UX Designer, Illustrator, and Human Systems Engineering student who thrives in fast-paced, high-volume environments. Whether I am conducting user research to optimize teacher workflows or leading operations in a busy restaurant setting, I bring a unique perspective on service design and user behavior. I am passionate about creating accessible, data-driven interfaces that solve real human problems.

Education

| Arizona State University

BS Human Systems Engineering
Expected Fall 2026

| Palomar College

Associates in Illustration
May 2022

Skills

Research & Analysis

- User Research
- Information Architecture
- Visual Design & Typography
- SPSS
- SurveyMonkey

Design & Prototyping

- Figma
- Adobe Creative Suite
- Wireframing
- Design Systems
- Interaction Design

Strategy & Soft Skills

- QA Testing
- Leadership
- Team Communication
- Conflict Resolution
- Fast-Paced Environments

Languages

- English - Fluent
- Finnish - Proficient

Relevant Experience

Jun 2026 - Current

Student Systems Coordinator

Arizona State University - Tempe AZ

- Identified system bottlenecks and set up straightforward solutions to fix daily operational issues.
- Tracked practical metrics and compiled data into clear reports to help leadership make decisions.
- Kept projects on schedule by assigning tasks, organizing records, and giving direct feedback.

Feb 2024 - Jun 2026

Fill-In Manager & Restaurant Operations

Brigantine Restaurants - San Diego CA

- Promoted to fill-in manager within one year in a high-volume environment
- Applied conflict resolution and leadership to manage high-volume team dynamics under pressure.
- Balanced management and back-of-house responsibilities

Oct 2025 - Jan 2026

UX/UI Designer - Game Builder App Redesign

E.I Games - London

- Led end-to-end UX process from ideation and wireframes to high-fidelity designs
- Conducted user research and task analysis to optimize complex teacher workflows, reducing friction in the game-building process.
- Architected a scalable design system that ensured visual and functional consistency across the educational platform.

Sep - Oct 2025

Music Learning App Design

Scaly - Phoenix AZ

- Full-cycle product design, including persona development, user flows, and the delivery of the final high-fidelity UI.
- Engineered an interactive experience for musicians by iterating on designs through rapid prototyping and direct client collaboration.

2022 - 2024

Community Manager

Kast - San Diego CA

- Cultivated engagement for a global community of 4 million members across social platforms, Discord, and newsletters.
- Leveraged community insights and survey data to design strategic product launch communications and inform future design decisions.

2017 - 2022

Freelance Illustration - San Diego CA

- Website illustrations and animations for Moves The Needle (2022)
- Album cover design for musician Bene (2021)
- Fashion marketing illustrations for Feature (2020)
- Book illustrations for Plum Pantry (2017-2018)