Sami Surakka

PRODUCT DESIGNER

CONTACT INFORMATION

Sami Surakka

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Product Designer and Design Leader specializing in complex, safety-critical and AI-driven systems.

Experienced in leading UX for enterprise platforms where clarity, reliability and operational accuracy are essential.

Currently researching the ROI of UX in business performance.

EXPERIENCE

+10 YEARS

CAMBRI   11/2024 — Present

Lead Product Designer

Leading product design for an AI-powered market research platform used by some of the world's largest consumer brands. The platform analyzes large-scale survey data (thousands of respondents per study) to improve product success rates through predictive insights and structured reporting.

Contributions:

- Led the design of a new reporting-focused product initiative, contributing to new client acquisition and reducing manual reporting effort and associated costs.
- Clarified and restructured complex data workflows into decision-ready outputs for business stakeholders.
- Initiated and coordinated improvements to cross-functional collaboration, client feedback loops, and prioritization processes to increase delivery focus and transparency.

EXPERIENCE

+10 YEARS

BUMBLEBEE DESIGN   08/2020 — 06/2025

Co-Founder / Product Design Consultant

Co-founded and operated a product design consultancy serving B2B, industrial, healthcare, maritime, and infrastructure clients. Responsible for client acquisition, engagement scoping, delivery, and long-term account development.

Built the consultancy to over €100,000 in annual recurring revenue between 2021 and 2024 through direct client relationships and repeat engagements.

Delivered UX strategy, workflow simplification, and design system foundations for complex and high-stakes products.

Selected engagements:

- Infrastructure startup – Redesigned critical error-tolerance workflows and designed a new public project communication product.
- Investment & KYC platform – Facilitated alignment and simplified regulated onboarding flows.
- Heavy industry enterprise (via Gofore) – Contributed to enterprise design system and complex process interfaces.
- Alpha Design Partners – Led and supported strategic product design initiatives in their client projects.

EXPERIENCE

+10 YEARS

TIETOEVRY   11/2022 — 06/2024

Freelancer, Design Consultant

Led the visual and structural redesign of a remote patient monitoring product family used by healthcare professionals in home-care contexts.

Contributions:

- Overhauled UI and interaction structure across multiple interconnected products.
- Improved clarity and usability for healthcare professionals operating in time-constrained environments.
- Modernized collaboration between design, development, and product management.
- Helped establish sustainable design practices within the team.

GROKE TECHNOLOGIES   09/2021 — 11/2022

Freelancer, Design Consultant

Designed premium user experience and visual interfaces for advanced maritime navigation and fleet management systems combining AI, sensor fusion, and real-time spatial data.

Contributions:

- Designed operator-facing interfaces for semi-autonomous navigation systems in demanding marine environments.
- Structured complex spatial and sensor data into decision-support views.
- Contributed to a product recognized with a Red Dot nomination.
- Balanced technical constraints with usability in high-stakes operational contexts.

EXPERIENCE

+10 YEARS

INSTA DIGITAL   07/2019 — 09/2021

Design Lead, Designer

Insta Digital (formerly Intopalo Digital) is a software consultancy focused on low hierarchy, psychological safety, and autonomous teams.

Acted as Design Lead for a team of six designers while delivering client-facing UX and product design across industrial and enterprise domains.

Contributions:

- Led and mentored a team of six designers, supporting quality, growth, and consistency across engagements.
- Embedded design thinking into early sales phases, shaping solution direction before implementation.
- Facilitated design sprints and agile product initiatives for complex client projects.
- Strengthened cross-functional collaboration between design, engineering, and product teams.

VALMET   08/2019 — 08/2021

Design Consultant

Worked on a large-scale industrial logistics and process management platform used in complex manufacturing environments.

Contributions:

- Led transition to Figma and initiated foundational design system structures.
- Simplified dense industrial workflows and process visualizations.
- Improved collaboration between product, engineering, and design in a large enterprise context.
- Supported scalable UI architecture across multiple application areas.

EXPERIENCE

+10 YEARS

INSTA RESPONSE   03/2015 — 06/2019

UX designer, UX lead, Mentor

Insta Response is the nationwide emergency response product family used by Finnish 112 centers, supporting hundreds of real distress calls daily in time-critical environments.

Led UX for operator-facing systems where clarity, speed, and error tolerance were essential. Contributed to improving situational awareness and workflow efficiency in a safety-critical context.

Contributions:

- Grew the UX function from a single designer to a team of three, establishing structured design practices.
- Introduced modern design tooling and streamlined design-development workflows.
- Led and coordinated UX research with emergency operators to validate workflows under real-world pressure.
- Trained and mentored developers to act as "design ambassadors," strengthening UX thinking within engineering.
- Contributed to raising design maturity in a traditionally engineering-driven organization.

OTHER RELEVANT   2009 — Present

Koodit ja koneet, Partner (07/2012 – Present)

Demola, UX designer (2014).

Tampere Universities, Research assistant (2009 — 2013).

EDUCATION

TAMPERE UNIVERSITY 2019 — Present

Doctor of Science (technology)

Research topic: Return on Investment of User Experience.

TAMPERE UNIVERSITY OF TECHNOLOGY 2016 — 2017

Master of Science (technology)

Major: Software engineering

Minor: Data technologies

TAMPERE UNIVERSITY OF TECHNOLOGY 2008 — 2016

Bachelor of Science (technology)

Major: Human-centered design

Minor: Software engineering

CERTIFICATES

ENTERPRISE DESIGN THINKING PRACTITIONER Issued 09/2024

Issuer: IBM

WEBFLOW 101 Issued 04/2024

Issuer: Webflow

LEAN SERVICE CREATION Issued 09/2019

Issuer: Futurice

Credential Id: OPENBADGEPASSPORT-164179

CERTIFICATES   **HUMAN-CENTERED DESIGN**   Issued 07/2018

Issuer: IDEO.org

Credential Id: 3385-1627039

SKILL HIGHLIGHTS   Complex & Mission-Critical UX

Enterprise & B2B Product Design

AI & Data-Driven Systems

Design Strategy & Facilitation

Cross-Functional Leadership

Design Systems

Product Discovery

Business Alignment

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