



Wille Valkeisenmäki

Product designer

Helsinki, Finland

hello@willemaki.com

willemaki.com

linkedin.com/in/willevalkeisenmaki

Profile

For more than five years I was the only designer at oeksound. Now I design and build the whole system Mikebon runs on, from the store about 70 shops order from to the app that tracks pallets in the warehouse. I also make my own apps.

Experience

Product designer & developer, Mikebon

2025–present · Helsinki, Finland

- Designed and built the Mikebon suite end to end: B2B store, sales reps' tablet ordering, office admin, retail webshop and ERP integration.
- Designing and building a pallet and warehouse tracking app for the warehouse floor.
- Brought IT, servers and hosting in-house (previously outsourced). Run releases and support myself.

Senior UI artist, Bugbear Entertainment

2025–2026 · Helsinki, Finland

- Designed menu and in-game UI for Wreckfest 2 and built it in Bugbear's own engine, from layout to final art.
- Worked with the art, design and programming teams on site every day.

Sole product & visual designer, oeksound

2019–2024 · Helsinki, Finland

- Designed the interfaces of soothe2, soothe live, bloom and spiff on one shared system, from wireframes to final production assets.
- Redesigned soothe for touchscreen live consoles, where there is no mouse and no hover.
- Built and looked after the brand guidelines, the website and launch campaigns, including print ads in international music-production magazines.

Freelance designer, WV Design (independent practice)

2012–present · Helsinki, Finland

- Identities, editorial design and campaigns for clients including Aalto University and Yliopiston Apteekki.
- Designed and built web and app products from first concept to launch.

Art director, Mikebon

2016–2017 · Helsinki, Finland

- Redesigned the web store and website to match a refreshed brand.
- Made marketing materials and illustrations for print and online.

Graphic design consultant & web editor, Danske Bank

2015 · Helsinki, Finland

- Designed sales and campaign material for the bank's Nordic online channels.
- Published and updated content on the Danish, Finnish, Norwegian and Swedish sites.

Junior graphic designer, Genero

2015 · Helsinki, Finland

- Designed web visuals and content inside an existing brand, with the agency's creative team.

Graphic designer, Energiateollisuus (Finnish Energy)

2014 · Helsinki, Finland

- Gave the association's website a visual refresh and built websites for its contests.
- Designed print material in the refreshed brand.

Graphic designer, Aalto University Student Union (AYY)

2012–2013 · Espoo, Finland

- Designed the annual calendar, event material and the annual report.
- Built websites for the union's biggest student events.

Selected work

Mikebon — Mikebon prints and sells souvenirs and clothing from one Finnish warehouse, and for years it bought all of its tech from outside. I came back and built the system it runs on now, then took the running of it in-house. willemaki.com/projects/mikebon

oeksound — I was oeksound's only designer from 2019 to 2024. I designed or redesigned four audio plug-ins onto one shared interface system, for studios and for live-sound consoles. willemaki.com/projects/oeksound

Spår — The notes app I built to replace Google Keep. You write a thought down without choosing anything, and later tidy the pile to zero, one tap per note. willemaki.com/projects/spar

Nappa — A fishing map for the phone. It ranks every Finnish lake and the whole coast by where and when fish bite, and says how sure it is. willemaki.com/projects/nappa

Languages

Swedish (Native) · English (Fluent) · Finnish (Fluent)

Tools

Figma · Illustrator · Photoshop · InDesign · After Effects · Lottie · HTML/CSS · React & Next.js · TypeScript

Education

BA, Visual Communication Design (minor in UI/UX and game design), completed alongside full-time work at oeksound, Aalto University, School of Arts, Design and Architecture 2024

Online media and art direction, Arcada University of Applied Sciences 2014–2015

Digital culture: game studies and image processing, University of Turku 2013–2014

Graphic design, typography, animation and comic art, Västra Nyland Folkhögskola 2011–2012

Google UX Design Professional Certificate, Google 2024

Recognition

Kopioisto StepDemo grant 2019 — For VALA, a game design project based on Finnish mythology.