Sami Vuori

Design Leader | Helsinki, Finland

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LinkedIn | Portfolio

Professional Experience

Plin.design

Co-Founder, Head of Experience

01/2026 – Present

- Plin automates the repetitive manual work that costs interior design firms hundreds of billable hours – so they can deliver more projects, at better margins, with the same team.
- I lead product discovery and our search for PMF: customer interviews, competitor research and analysis, and validating which problems are worth solving against real workflow experience.
- I own the brand, concept, UX and UI – including our MVP, a tool that turns a single image or text prompt into a usable 3D furniture model, straight into SketchUp.
- Built our website and its infrastructure, made front-end changes in the MVP app itself, and wrote a Python tool that generates training pairs for our neural network model.

Savuava

Design Consultant

06/2026 – Present

- Design consulting for startups and SMEs: brand and visual identity, product design, and discovery sprints that validate direction before anything gets built.

Happeo

Staff Product Designer

01/2025 - 12/2025

Product Design Lead

01/2019 – 12/2024

Founding Product Designer

07/2016 – 01/2019

* Gapps built the product called Universe until it was registered as Happeo

- First designer hired at the company. Pioneered key concepts and UX that became the foundation of Happeo's success as the "easy-to-use Intranet."
- Grew the design team from myself to a function of 6 designers. Hired and managed 10 designers over the years; only two ever left, both for salary reasons elsewhere, and one later asked about coming back.
  - Established the Career Progression Framework for the design team, and systems to reduce bias in hiring.
  - Took part in overhauling the product & engineering process, and introduced metrics for measuring design quality rather than debating it.
- Remained hands-on throughout – over the years in nearly every product area and engineering team. Even while managing six designers, carried design responsibility for a team of my own.
  - Most recently on the Product-Led Growth Team: a cross-departmental role improving customer onboarding and shortening the time it takes prospects to find value in the product.
- In the early years, also designed the marketing assets for the product (called Universe back then) and its parent company, Gapps.

Kisko Labs

Designer

2014 – 2016

- Designed beautiful, functional, and user-friendly interfaces for web and native apps for customers.
- Created branding and business identities for various customer projects and Kisko Labs' brand and their own products, e.g. WODconnect.com

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All things before UX / UI

2001 – 2014

- **Graphic Designer & Entrepreneur (2001-2014)** – Founded Savu Graphics, creating websites, graphic identities, and printed materials, with expertise in both design and entrepreneurship.
- **Regional Manager (2005-2009)** – Led door-to-door distribution for Kärkijakelu Oy in Kuusamo, overseeing a team of 10 employees, requiring strong entrepreneurial skills.
- **Graphic Design Teacher (2001-2005)** – Taught Graphic Design, Typography, and software like Photoshop, InDesign and Flash at Vantaa Vocational Institute, starting right after graduating from the same institute. Received praise for my teaching and subject mastery.

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Education

Graphic Design, Vocational Qualification

Vocational Institute | Vantaa, FI
1998 - 2001

- Studied Graphic Design, Typography, Web Design, Photography, and Art.
- Graduated with A-grades.
- Pursued additional self-directed studies, focusing on beautiful Graphic Design, Web Design, and Flash Animations, which eventually became my area of expertise.

Skills

- User Experience Design
- Rapid Prototyping
- AI Fluency & Vibe-coding
- Brand & Visual Design
- Design Systems
- Cross-functional Collaboration
- Team Leadership & Mentoring
- Product Discovery & User Research
- Product-Led Growth Tactics

Languages

- Finnish (Native)
- English (Fluent)