



PIPSA MARTIKAINEN

Senior Product Designer

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ABOUT

Senior designer specialising in AI-integrated enterprise SaaS.

I bring a research-grounded approach to complex, ambiguous problems, translating user needs and product direction into clear, well-reasoned design decisions.

I care about making professional tools genuinely usable. The harder the problem, the more I want to be in the room early.

STRENGTHS

- The practical application of design thinking
- Understanding communication needs within product development
- Patience, empathy and transparency towards all levels of colleagues

EXPERIENCE

Senior User Experience & User Interface Designer 2022 - Present

Intapp

- End-to-end UX design for complex, AI-integrated enterprise SaaS, serving legal, accounting, and financial professionals
- Leading zero-to-one initiatives including AI assistant integration, defining interaction models for context-aware systems
- Translating product direction into structured, engineering-ready requirements, driving alignment across product, engineering, and leadership often without dedicated PM support
- Contributing to user research and leading redesign of core platform experiences, including search and email filing workflows

Senior User Experience Designer 2022

Accountor Finago Oy

- Led end-to-end user research to improve project outcomes across product teams
- Mentored designers and built a collaborative design practice within the organisation
- Defined and embedded UX processes within agile development
- Advocated for UX at the organisational level, raising awareness of its value across product and development teams

User Experience Designer 2019 - 2022

Accountor Finago Oy

- Built and led a collaborative design practice across the organisation
- Defined UX designer responsibilities and ways of working within agile teams
- Delivered end-to-end user research to inform product decisions and improve outcomes

Product Owner, User Experience Designer 2018 - 2019

Accountor Finago Oy

- First in the organisation to combine product owner and UX designer responsibilities
- Introduced UX as an embedded part of a scrum team
- Shaped product direction by applying a design mindset to development prioritisation

SKILLS

Empathy, Design thinking
Design in Agile
development, Mentoring,
Facilitation, Team Work,
Planning, Qualitative
Research, Quantitative
Research

TOOLS

Miro
Figma / FigJam
Adobe XD
Monday.com
Jira
Confluence
Asana

LANGUAGE SKILLS

Finnish - Native
English - Fluent

EDUCATION & COURSES

- 2025 IxDF
AI and Designers
- 2022 IxDF
Data-Driven Design:
Quantitative Research
for UX
- 2021 IxDF
User research - methods
and best practises
- 2021 IxDF
Mobile User Experience
(UX) Design
- Karelia University of
Applied Scienses
2012-2016
 - Batchelor of Culture
and Arts
 - Web Design

User Experience Designer

2018

Accountor Finago Oy

- Supported UX education and awareness across product and development teams
- Contributed to end-to-end user research to improve project outcomes

Platform Designer

2016 - 2017

atFlow Oy

- Initiating company's internal UX development
- Advocating and educating responsive web design
- Building communication between designers and developers
- User interface design
 - Web design with HTML, CSS and Bootstrap

Project Manager, Customer support Lead

2016

atFlow Oy

- Web development project management
 - Task coordination
 - Organizing and maintaining project schedules
 - Customer communication
- Leading customer support team
 - Customer support task coordination
 - Introducing and experimenting with new customer support tools and practises

Web Designer

2015 - 2016

atFlow Oy

- User interface design
 - Web design with HTML, CSS and Bootstrap
- Graphic design
 - Marketing content for social media
 - Logo design