



Tuomo Laikari

MARKETING • VISUAL DESIGN • UI / UX

01 PROFILE

I'm an advertising and marketing designer from Oulu with 25 years of experience in the constant change of this field – and in evolving alongside it. My core expertise is brand identity design, campaign design and production, and UI/UX design. Seven years of running AIDA Markkinointi also gave me the business side: project management, scheduling and budgeting. I work with AI tools daily – I've built and trained a client-facing AI assistant on Voiceflow, and I build working web applications with Claude Code. I'm looking for a permanent role on a team where I can use the full range of this, and I'm available to start immediately.

02 WORK HISTORY

10/2019 – 06/2026

AD, Entrepreneur – AIDA Markkinointi Oy

Brand identity design • websites • UI/UX design

05/2018 – 09/2019

AD – SSK Markkinointipalvelut Oy

Brand identity design • websites • UI/UX design

03/2017 – 04/2018

AD – NTRNZ Oy

Brand identity design • websites • UI/UX design

10/2013 – 02/2017

AD – VWD Oy

Brand identity design • websites • UI/UX design

5/2013 – 02/2017

Co-founder & Lead UI designer – BuyFactors Inc.

UI/UX design • Marketing materials

08/2008 – 08/2013

AD, digi – Kluu Oy

Website design • front-end coding • UI/UX design

02/2005 – 07/2008

AD, digi – Avalon Oy

Website design • Flash applications • front-end coding

03 HIGHLIGHTS

Futudent

4K miniature cameras for documenting dental work.

Brochures • Packaging
• Product photography
• Website • Extranet • AI agent
• Trade show stands
• Lead campaigns
• Infographics

Lapland Hotels

Finland's largest privately owned hotel chain, offering authentic Lapland experiences.

Hotel brochures • Websites
• Campaign sites • Outdoor advertising • Online ads
• Print ads

Profin

Finland's market leader in glass sliding walls for apartment buildings and detached houses.

Brochures • Print ads • Email automations • Campaign videos • Social media videos
• Various print materials

04 CONTACT

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Phone

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Portfolio

www.tuomolaikari.fi

Location

Oulu, Suomi

05 SKILLS

Design & editing

Photoshop

Illustrator

InDesign

Figma

Premiere

Canva

Keynote

PowerPoint

Platforms & marketing tools

Wordpress

Elementor

Woocommerce

Shopify

Meta Business Suite

Google Ads

TikTok Ads

Mailchimp

Brevo

ActiveCampaign

AI tools

Claude

Voiceflow

Languages

Finnish

Native

English

Fluent

06 SELECTED CLIENTS

Lapland Hotels
Levin Matkailu Oy
SRV
Panda
Stora Enso
Juhan Auto
Lexus Oulu
Specsavers Oulu
ODL
Ukkohalla
Aurea LKV
Bittium
Oulun Golfkerho
Profin
Lakkapää
Pipelife