

Miri Laulajainen

CREATIVE DESIGNER | SERVICE INDUSTRY AND HR PROFESSIONAL

Dedicated and versatile Creative Designer, experienced in photography, social media, HR, and operations management. I have thrived in dynamic industries such as sports, festivals, and street food, consistently delivering results that enhance brand recognition, improve financial performance and ensure customer satisfaction. My adaptable nature has allowed me to seamlessly transition between roles, providing a unique perspective on design and business processes.

CONTACT

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SKILLS

Adobe Creative Suite
Visual Communication
Attention to Detail
Talent Acquisition and Recruitment
Project Management
Customer Service
Creativity and Innovation
Performance Management
IT troubleshooting

EDUCATION

Turku University of Applied Sciences

Bachelor of Culture and Arts,
Advertising design
2020-2024 (EGD)

Centennial College, Toronto

Graphic Design Program
(Student Exchange)
Fall 2022

Jyväskylä Vocational School

Associate of Arts,
Image Artisan/Photography
2011-2013

Tampere Vocational School

Degree in Hair and Beauty
+ Highschool
2009-2011

WORK EXPERIENCE

Project Moderator

TransPerfect Dataforce | November 2023 - April 2024

As the Project Moderator I played a pivotal role guiding participants through diverse tasks to collect data on user interactions with a virtual assistant. I conducted moderated sessions, while providing detailed updates to the team. During the sessions I managed complex scenarios, including overseeing tasks with extensive requests. One of the primary responsibilities was to interact with various hardware and software and troubleshooting data collection devices. I also contributed to project success by creating training materials and training other moderators in multiple countries. In addition to project moderating I filled in as a scheduler, successfully acquiring participants to join the project.

HR Manager (service industry)

Nordic Gourmet Oy | January 2021 - September 2022

Assistant manager of HR between January 2017 and December 2020

As an HR Manager in the festival catering and street food industry, I oversaw HR functions, including talent acquisition for seasonal staff, fostering positive employee relations in high-pressure environments, designing performance evaluations and training programs, and leveraging data to optimize staffing and budget allocation for ever-changing festival operations.

Head of Operations (service industry)

Nordic Gourmet Oy | January 2018 - September 2022

As the Head of Operations, I streamlined operations, maximized profitability, and ensured flawless execution in diverse event settings. My responsibilities included expertly managing event logistics, optimizing the supply chain, cultivating strong partnerships, ensuring safety compliance, leading a dynamic team, managing finances, and continuously improving operations through data-driven insights.

Graphic Designer / Photographer

Nordic Gourmet Oy | January 2015 - September 2022

As the Graphic Designer and Photographer my key responsibilities were creating new visual identities for many of the company's food trucks and restaurant concepts, updating wordpress website, creating engaging social media posts and photographing marketing material.

Graphic Designer, Photographer, Social Media Manager

Turku Chiefs ry | September 2021 - May 2022

I designed and executed a comprehensive social media strategy for an entire hockey season, creating a distinct visual identity for the team. This effort led to a more cohesive and engaging online presence. My responsibilities included developing and implementing a content calendar, ensuring relevant, and brand-aligned posts.

As the team photographer, I expertly captured the excitement of games, contributing to the team's visual storytelling and proficiently edited and retouched the photographs ensuring visually stunning and publication-ready results.

Chef, Head Waiter & Warehouse Associate

Nordic Gourmet Oy | June 2013 - December 2017

During the years, I worked in all of the positions interchangeably, effortlessly transitioning between culinary roles, customer service responsibilities, and efficient warehouse management to guarantee successful event execution.

As a chef, I demonstrated culinary expertise by crafting a wide array of street foods and other dishes, consistently meeting high-quality standards for taste and presentation both in food trucks and in buffet style catering setups. As the Head Waiter during event caterings I ensured top-notch customer service, efficient team management, and the creation of memorable dining experiences for festival artists and VIP guests. Key responsibilities as a Warehouse Associate were managing all warehouse operations, overseeing inventory, procurement, and logistics to meet the dynamic needs of festival locations.