

**VIRVA EMILIA AUVINEN**  
**New Media Designer**  
**Interaction, Storytelling & Visual Design for Digital Media**



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My professional interest is lying on how to create innovative applications and services that utilizes different media formats in different digital environments. Personally I am in charge of idealization of the concept, the interaction & information architecture and the digital illustration. In my previous work as Interactive/Web designer and Information Architect I concentrated on how elucidate the complex concepts and functions and render them user friendly to the end user. In bough fields I designed and followed up the projects entrust to me and found out the best solution between graphics and technology according to established objectives, constraints and deadlines.

I base my visual communication on multimedia and digital and paper illustration, video, paper prototyping or simple digital prototypes based on html/css or flash/after effects animation to illustrate the ideas to the clients/colloquies. I am use to work whit various teams (technical and commercial persons, manager) and in multicultural groups managing my own work independently. In my design I use User-Centered and Co Design methods studying carefully the interaction and user experience. Moreover I have good understanding of bodily interaction design based on usage of movements and sensors. During my career I have developed a good professional skill for reaching the given objects, I have a strong motivation and capacity to learn new concepts in a short period and the ability to organize my work. I don't find it difficult to orient myself in new and different solutions and situations. My personal background gives me a good understanding of different cultural differences and issues.

In 2008 I started my MA specialization studies at New Media MediaLab, University of Art and Design of Helsinki (Finland) and I graduated in 2009 December. My final thesis is a concept design on how to use interactive storytelling, video and 3d animation for art educational purposes ([www.virva.biz/thesis](http://www.virva.biz/thesis)) using the touch wall/screen in a museum environment. The concept design won Gold, 2010 MUSE Award, Los Angeles USA and is one of the :output competition winners Amsterdam, Holland. Moreover my studies in Art History (MA) and in comics give me a solid background and the ability to handle vast content and provide meaningful narrative structure.

Besides Finnish and Italian I known English. I live permanently in Bologna (Italy) but I' am willing to move or travel in Europe.

**EDUCATION**

- Master in New Media  
2009** Media Lab Helsinki, University of Art and Design (from 2010 Aalto University.) Specialization in "Interactive Storytelling and 3D Animation". Two years MA in English (completed in one and a half years, 2008 August 2008 - December 2009). Final thesis "Touch the Unreachable – Looking for Finnish Identity" - concept design on how to use interactive storytelling techniques, video, 3D animation and graphic visualization for art education purposes. Vote 4/5 (very good)
- Comics Designer and  
Screenwriter  
2006-07** La Nuova Eloisa, Bologna, Italy (October 2006- June 2007)
- Master of Arts  
1999** The University of Helsinki. Major subject: History of Art. Subject of thesis: "Use of kinaesthetics as an attribution method for Jacopo Tintoretto's works – the study was based on two choir paintings at the S. Giorgio Maggiore church in Venice". Minor subjects: Social Psychology, History, Medieval Studies, Russian and Eastern Europe Studies
- Commercial College  
1994** Advanced level, Marketing section Kauppaoppilaitos of Helsinki
- Matriculation examination  
1991** From Helsingin Suomalainen Yhteiskoulu, degree *magnacum laude*

**COURSES**

- Video and multimedia products  
Design 2006** Noetica, Bologna (April-June 2006)
- Drawing  
2004-2007** Circolo Leonardo da Vinci: Drawing level 1 and 2 (2004-2007)
- L'Istituto per l'Arte e il Restauro  
Palazzo Spinelli  
1995** Corse restoration of 16<sup>th</sup> century paintings and panels (1 month)

**EXPERIENCE****New Media Designer  
2010-**

Interaction, Narrative, Illustrative & 3D design for Digital Media. Providing solutions to elucidate complex concepts and render them easy to understand for the end user within various digital environments using interaction, storytelling, 3D design illustration and information architecture.

**Visual Researcher  
2009, 3 month**

MediaLab Helsinki, University of art and Design Helsinki, concept study project for YLE (Finnish Broadcast Company , www.yle.fi)

**Interactive e Interface  
Designer  
2004-2008**

Prisma Software Solutions Srl Bologna. Job description:

- Study, implementation and design for ambient to develop interactive user manuals
- Design, implement and update interactive user manuals for different applications developed in a company.
- Study and design of interface and icons for the software applications in a company
- Design of company's public multimedia presentations (audio, video and other materials);
- Design of company's Intranet
- Study and introductions of Microsoft Share-Point as a company's document management system

**Freelancer  
June 2003**

Ropos.biz - ideation, develop and coordination of multimedia Projects.

**Account Manager /Content  
Manager  
2001-2003**

CMP S.r.l. (Bologna, Italy).Job description:

- Information architecture and the content design for Web sites, intranet and extranet.
- Following up the client in different web project.
- Responsibility for updating the web sites.

**Cimo training  
2000**

Rome, Institutum Romanum Finlandiae, Villa Lante (Finnish Culture Institute) 1.7.00-31.12.00. Job description: to take care of every day matters of the institute's administration and activities, especially accounting and money transactions and take care of computer programs.

**Management of on-line  
shop: [www.boxoffice.it](http://www.boxoffice.it)  
2000-1999**

Cono Sas (Bologna,Italy),  
First 6 months financed by EU as Leonardo – trainer program. Afterwards as freelance contract for 6 month. Job description: To take care of daily orders, to answer clients' questions and update web pages and banners.

**Guide and info person  
1998-1995 (summers)**

Society Ehrensward (Helsinki, Finland), Job description: to hold guided tours lasting an hour in Finnish, Italian and Russian and to serve the client at the fortress information point.

<b>Some work examples</b>	
<b><u>Cultural Fitness club</u></b> YLE (Finnish prod cast company) & MediaLab Helsinki	2009-2010
Concept proposal aims to improve the existing <a href="http://www.kulttuurikunto.fi">www.kulttuurikunto.fi</a> service. Key design aspects that are studied in this document was:	
<ul style="list-style-type: none"> <li>• Social networks and user generated content</li> <li>-How to share cultural experiences</li> </ul>	

<ul style="list-style-type: none"> <li>• Information architecture <ul style="list-style-type: none"> <li>- How to interconnect information across wiki, social networks, maps etc.</li> </ul> </li> <li>• virtual maps and data visualisation <ul style="list-style-type: none"> <li>- Explore different modes/approaches for navigating large amounts of information</li> </ul> </li> </ul>	
<p><b><u>Touch the unreachable – Looking for Finnish identity</u></b></p> <p>Thesis work</p> <p>"Touch the Unreachable" is a concept design on how to use interactive storytelling techniques, video, 3D animation and graphic visualization for art education purposes. The "Touch the Unreachable" concept is an application designed for a museum environment and aims to promote knowledge of Finnish cultural heritage. The concept design consists of both a design &amp; content document, and various artworks, including the visual study for the interface and the 3D characters of Wemmeri and Ludzia.</p> <p>Grade 4/5 (very good) <a href="http://www.virva.biz/thesis">www.virva.biz/thesis</a></p>	2009
<p><b><u>WHO project</u></b></p> <p>ToGo Manuals – concept design WHO and MediaLab</p> <p>ToGo Manuals is an online tool for WHO's Health Action in Crisis department (HAC) staff involved in field work, whether leaving for, being in or returning from field. It provides instructional manuals of equipment, procedures and supplies. The manuals consist of step-by-step photo essays or how to videos complemented with text.</p> <p>For more information: <a href="http://mlab.taik.fi/thirdsector/?p=179">http://mlab.taik.fi/thirdsector/?p=179</a></p>	2009
<p><b><u>Interactive manuals (NDA)</u></b></p> <p>Tree user manuals for Mito - Legal interception software final users the Italian government and intelligence departments;</p> <p>User manual for software Webrainbow - Document Management system – final user the Italian health department (ASL) and other govern departments;</p>	2004-2008
<p><b><u>Freelance work</u></b></p> <p><b>1. Institutum Romanum Finlandiae, Villa Lante-</b> web design (<a href="http://irframe.org">irframe.org</a>).</p> <p><b>2. Varjoja Paratiisissa – shadows in paradise</b> Finnish Film festival at Bologna –web page design. Collaboration with Bologna Cineteca, Peter von Bagh ja Sisu-seura (Suomi-Seura of Emilia- Romagna). <a href="http://www.ropos.biz/sisu/rassegna/index.html">http://www.ropos.biz/sisu/rassegna/index.html</a></p> <p><b>3. Rivista Infanzia</b> Collaboration with department of education of University of Bologna. (<a href="http://www.rivistainfanzia.it/">http://www.rivistainfanzia.it/</a>)</p>	2008-2001

**PUBLISHED TRANSLATIONS**

- Essays in exhibition catalogue: "Art of Pope's Rome 1500-1750", Amos Anderson Museum, from Italian to Finnish (2000).

**COURSES AND LECTURES**

- Istituto Salesiani, Bologna – department of graphics: lectures " Web pages with Dreamweaver MX" for the study module " *All digital documents*" (12.01-03.03.2004)
- Lecture at Enfap (Bologna): " How to create the multimedia idea and structure for the web site from the customer meeting" (06.11.2001)
- Lecture at Sinform (Bologna): "Internet marketing, how to face the virtual world" (15.05.2001)
- Lecture at University of Bologna, Department of Finnish Language 15.03.2000: "Born of Helsinki and Development to one of the European Union's cities"
- Lecture at University of Florence 23.03.2000: " Helsinki and the born of Arts – Pick ups from the Finnish History"

**FILMOGRAPHY:**

- 2009, Script for the "Touch the Unreachable– Looking for the Finnish identity", Interactive game based on video clips and animation. The concept is designed for a multi touch wall in a museum environment– thesis work. – ([www.virva.biz/thesis](http://www.virva.biz/thesis)).
- 2009, A Bite – documentary film done with collaboration Katri Lassila, Maija Hirvonen, Heli Sorjonen
- 2009, Ringleet – short animation, self production ([www.virva.biz](http://www.virva.biz))
- 2008, This is who I am, self production ([www.virva.biz](http://www.virva.biz))

**CONTESTS AND MERITS****2010 Gold, 2010 MUSE Award, Los Angeles USA**

Student category, for thesis work Touch the Unreachable - Looking for Finnish identity. The Media and Technology Standing Professional Committee of the American Association of Museums (AAM), the Muse Awards recognize excellence in all varieties of media programs produced by or for museums. Judges said: It is a very attractive project that contains a wonderland-like environment and an interesting story that allows users to make their own decisions. With devices like this, museums would have no problem bringing their visitors a remarkable experience, and leaving a long term influence in their minds. A true inspiration. (<http://www.mediaandtechnology.org/> & <http://www.mediaandtechnology.org/muse/2010student.html>)

**2010 Winner of the :output competition,**

The yearbook :output presents the best works of students in design and architecture worldwide. :output is a non-profit organisation in Amsterdam, Holland. The goal of the foundation is to support young talents and provide a platform for the exchange of ideas on design education and the design profession. From 1250 participants 75 designers work was selected for the publication (<http://www.inputoutput.de/>)

**2010 MOA exhibition – Aalto University, exhibition of the young designers 2010**

Touch the unreachable – concept presentation, 12.5 - 13.6.2010

**2010 A Bite - Documentary film**

Screening at Tampere Film Festival 2010 -

2009 - September -Turing machine quintet DVD – A Bite documentary film – Produced Crucible Studio

2009, MediaLab, University of Art and Design, Helsinki.

**2008 - Ridere di Matematica / Laughing about mathematics**

Ridere di Matematica - competition. Theme: give a positive image for the studying of mathematics.

Published at: [www.matematicamente.it](http://www.matematicamente.it)

**2008 - On the way home and The Scream**

For Micromailart 2007 - Micromailart & Microyoung

Circolo Culturale Bertolt Brecht, Milano, Italy. Theme: the size of the work must be Micro 10x10 cm

**2008 - Sugar bags competition**

Bombatti ja Mocchi – caracters on the sugar bags. Theme: "Some sugar ....", Comune di Riolo Terme, cafesenzazucchero.it Exhibited for 1 month at Comune di Riolo Terme, Italy

**2007 Fragrance of Jasmine**

11/08/2007 Coop for words 2007 contest - Sheared 5. position Two pages comic strip published in "Tracce di Realtà - coop for words 2007" book (ISBN 978-88-95074-10-8).