

Vilma Heimonen

contact.vilmaheimonen@gmail.com

[LinkedIn](#)

UX/UI Designer

I'm an Amsterdam-based creative UX/UI designer with a background in communications and copywriting. I craft visually engaging, intuitive interfaces and love shaping meaningful, joyful user experiences, from research and concept development to wireframing, prototyping, UI design, testing, and UX writing. See my work at www.vilmaheimonen.com.

skills

Research

UX research, user interviews, information architecture, usability testing

Design

Sketching, wireframing, prototyping, UX design, UI design, interaction design, mobile design, web design, accessible design, illustration

Writing

Copywriting, SEO, UX writing, storytelling

Tools

Figma, Adobe tools: Illustrator, InDesign and Photoshop, CMS tools: WordPress, WIX and Shopify, AI tools: ChatGPT, DALL-E and Adobe Firefly, Google Analytics, HTML/CSS

Languages

Finnish / Native
English / Fluent
Dutch / Conversational

education and courses

Google/Coursera 2023 - 2025

Google UX Design Professional Certificate

Comprehensive course covering the full UX design process: user research, wireframing, prototyping, and usability testing. During the course, I also learned about accessibility, UI design, responsive design and documentation.

The English Center 2023 - 2024

Professional Advanced Writing Course

Advanced English writing for professional and creative contexts.

CareerFoundry and UX Writing Hub 2023

Introductory UX Writing & Design Thinking Courses

Fundamentals of UX writing and design thinking processes, content design, and creating user-centred microcopy.

Haaga-Helia University of Applied Sciences 2016-2019

BA in Culture & Arts (Journalism)

JAMK University of Applied Sciences 2009-2014

BA in Culture & Arts (Fashion & Clothing)

Exchange studies at Southampton Solent University, 2011-2012

work experience

Copywriter / JD Sports Fashion PLC

Dec 2019 - Sep 2023 / Aalsmeer, The Netherlands

- Designed and optimised user-centered copy for web, landing pages, and newsletters to improve clarity, usability, and conversion.
- Collaborated with cross-functional teams to ensure consistent tone and to improve content flows.
- Managed and published content via CMS platforms, ensuring smooth user experience.

Communications Assistant / World of TRE

Apr 2017 - Apr 2019 / Helsinki, Finland

- Created and published user-focused digital content (blog posts, social media, newsletters) to support storytelling and product engagement.
- Managed online store content and product descriptions, focusing on clarity and user experience.
- Maintained clear and consistent media communications by creating and distributing press materials and managing TRE's image bank.