

Joakim Kuusemaa

PRINCIPAL PRODUCT DESIGNER • COMPLEX PRODUCTS & SYSTEMS

Tartu, Estonia • EET / EEST joakimkuusemaa@gmail.com NN/g UX Certified Estonian • English

Principal product designer with 20 years of experience making complex, behavior-rich products coherent. I define the product model—objects, relationships, states, rules, and workflows—and carry it through interaction design into working software.

Founding product designer at SOCi and the ventures that preceded it. My current independent practice spans media, learning, energy decision support, and physical production.

EXPERIENCE

Independent Principal Product Designer

Jan 2023–Present

Estonia / EU

Product direction, product architecture, interaction design, and working-product development across software and physical systems.

- **LoveFM:** human-readable taste history whose record of media, provenance, reactions, and context drives discovery, playback, collections, and publishing.
- **MathQuest:** adaptive bilingual mathematics practice used in ongoing homeschool learning.
- **KYTE:** heating-cost decision support combining heat-pump performance with regional spot pricing.
- **Markmaker:** image-to-plotter production from plate separation and tracing to toolpaths and direct machine control.

Founding Product Designer

Feb 2009–Sep 2021

SOCi & predecessor ventures • United States • Remote

Co-founded the ventures that became SOCi and owned design from the first surfaces as the platform grew into a multi-location marketing system.

- Designed social publishing, reputation management, campaigns, analytics, and multi-location workflows.
- Built and led the design system connecting products and strengthening design-engineering collaboration.
- Designed configurable reporting, cross-network analytics, and location-level content libraries serving individual locations and enterprises managing thousands.
- Ran interviews, surveys, and usability studies and translated findings into product decisions and implementation-ready prototypes.
- Collaborated across product, engineering, and customer-facing teams as the platform grew to tens of thousands of businesses and franchise locations.

SELECTED EARLIER EXPERIENCE

Product Design Consultant • Taillogic

2018–19

Made-to-order garment configurator resolving hundreds of customer choices and production rules into factory-ready data, order assembly, logistics, and invoicing.

Mannequin Production & 3D Work • Estonian National Museum

2015–16

Responsible for mannequin production and procurement, including photogrammetry, 3D modelling, fabrication coordination and installation. Named in ERM's exhibition credits.

Product / UI/UX Designer • Signwise

2014–15

Designed signing, co-signing, document, administration, and dashboard workflows for an e-identity and digital-signature platform.

Designer • Rippol

2008–09

Designed and built the GUI, UX, and interaction model for an early multi-source video product and set-top-box video-on-demand interfaces.

Interface Designer • Hydranode

2006–07

Designed the UX/UI and interaction model for a headless, multi-network peer-to-peer client.

Earlier visual practice

2007–09

Feature-film visual-effects compositing at Ars Machina; magazine layout and art direction at Sünnimaa.

FOUNDATION & PRACTICE

EDUCATION

Tartu Art School — Artistic Design, 2002–08

CERTIFICATION

Nielsen Norman Group — UX Certification, 2021 · 8 courses, 5 examinations

PRODUCT PRACTICE

Product architecture, interaction design, information architecture, responsive product UI, design systems, dashboards and data-dense interfaces, configuration systems, prototyping, research, usability testing, and design-engineering collaboration. Figma, Framer, Adobe Creative Cloud.

AI & AGENTIC COMPETENCY

Claude Code and Cursor for specification, decomposition, prototyping, implementation, debugging, code review, and evaluation of working product behavior.

LANGUAGES

Estonian (native) · English (fluent)

Principal product design · complex product systems · UX and product evaluation