



✉ info@arielsalminen.com

📍 Helsinki, Finland

👤 She/her

Ariel Salminen

Hello, I'm an independent Design Systems Architect with 20+ years of experience helping companies build tools for the web platform. As an architect, I collaborate with design, product and engineering teams on the tactical and strategic direction of a design system and help my clients set up the right tooling, processes and teams — all the way down to designing and developing complete design system platforms for them.

Experience

Design Systems Architect at Ariel S. Design

June 2017 — Present

I've worked as an independent Design Systems Architect since 2017 through my own consultancy, Ariel S. Design. Some of the most well known organizations out there trust the work I do, including Adobe, Amazon, AT&T, Cisco, Microsoft and U.S. Government.

Head of Design Systems at Nordhealth

March 2024 — Present

Nordhealth hired me in 2020 to help reimagine what the company's approach to designing, building and shipping digital products at scale should look like. During the next 5 years I have lead the vision, strategy, roadmap and implementation of Nord Design System.

Design Systems Architect at Nordhealth

March 2023 — March 2024

My role as a Design Systems Architect included providing strategic and creative direction to Nordhealth's Nord Design System. I partnered with executives and other cross functional leadership to scale Nord across our family of products.

Chief Design Officer at Nordhealth

January 2022 — March 2023

I worked as the Chief Design Officer of Nordhealth overseeing their design operations globally and driving the company's design transformation. We scaled a team of 1 to a team of 20 designers and frontend developers over this period.

Head of Design at Nordhealth

January 2021 — January 2022

In this role I led the design and design systems efforts at Nordhealth. I were responsible for their new brand, driving the organization's design transformation, and a team of very talented folks working on Nord Design System. I also built the foundations and the majority of the web components and tools for the Nord Design System.

Design Systems Architect at LocalTapiola

December 2018 — June 2021

I helped LocalTapiola establish their design systems infrastructure between 2018 and 2021. My foundational work on reinventing how LocalTapiola builds digital products lead to a big design transformation in the organization.

Senior Interaction Designer at Idean

January 2016 — January 2018

Idean is a global design & strategy firm focused on delivering valuable customer experiences through user research, digital design, and front-end development. At Idean I helped various companies such as Amazon, Ericsson, IBM and Hewlett Packard in San Francisco, CA.

Lead Frontend Designer at Adtile

May 2013 — January 2016

Adtile is a startup redefining smartphone sensor technologies. I worked as the Lead Frontend Designer at Adtile for almost 3 years. My core responsibility was Motion Ad Creator, which is a browser-based tool for creating interactive HTML5 ads that utilize the smartphone's sensors. I also wrote a big part of their JavaScript SDKs and designed the client facing user interfaces.

Founder at Helsinki Device Lab

August 2012 — May 2019

The web doesn't live on a desk anymore and we now need to test our work on multiple devices, instead of just a few desktop browsers. I established Helsinki Device Lab in 2012 to help the local web designer community to be able to test their work on the ever-growing range of mobile devices. Helsinki Device Lab currently has over 100 devices.

Product Designer at Kisko Labs

March 2011 — May 2013

Kisko Labs is an agile web design and consulting company based in Helsinki, Finland. At Kisko Labs I led the design work of multiple different products. These products ranged from browser-based tools to marketing sites and iOS applications.

Senior User Interface Designer at Avoine

April 2010 — April 2011

At Avoine I designed websites and customer portals for some of the biggest associations in Finland, including the Union of Health and Social Care and Save the Children Federation.

User Interface Designer at Optinet

August 2008 — April 2010

At Optinet I designed marketing sites for over 30 clients such as Elisa (Finland's biggest telecommunications company), Hotel Kämp, Lindaline and A-Insinöör. In addition, I was a part of a team building browser-based tools for creating and collaborating on web design without code.

Freelance Designer at Ariel S. Design

June 2004 — October 2008

From 2004 to 2008, my biggest client was Metso Corporation which had over 16,000 employees in more than 50 countries worldwide. During this time I redesigned Metso Minerals' global website and helped them on various smaller projects. In addition to Metso, I also worked with many smaller startups.

Web Designer at ROC Media Group

July 2000 — December 2000

I worked at ROC Media Group for half a year. During this time I were mainly responsible for the design and development of their online store that sold outdoor gear.

Education

Bachelor of Arts in Communication Design

August 2000 — June 2004

Links

[Portfolio](#)

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[GitHub](#)

[Mastodon](#)

Languages



Finnish Native speaker



English Highly proficient



Swedish Working knowledge

Skills



Design Systems



Design Tokens



Product Design



Component Libraries



CSS Frameworks



Rapid Prototyping



Technical Writing



Progressive Enhancement



Frontend Development



Typography



Information Architecture



Web Components



Accessibility



Web Performance



Branding



Team Leading