

Pekka Salokannel

INDUSTRIAL DESIGNER · HELSINKI, FINLAND

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Industrial designer who has spent fifteen years turning digital fabrication into products people can buy. Eyewear, lighting, jewellery and soft goods; retail and exhibition spaces; and, since 2016, learning tools built on augmented reality and AI. Twice a co-founder and creative director.

EXPERIENCE

- 2016 – **3DBear Oy — Co-founder, Creative Director**
Helsinki · AR and AI learning products for schools
Product direction, brand and creative leadership. Building AI and simulation tools for general and vocational education, from concept to shipped platform. Leads the integration of AI and automation into product and content workflows.
- 2014 – 2017 **Kokosom Oy — Co-founder, Creative Director**
Made-to-measure 3D-printed eyewear
A catalogue built as a grammar rather than a list: nine fronts, three temples, six colours, fitted to the individual face and printed to order, with the temple length embossed into each arm. Product design, brand, packaging and retail concept.
- 2013 – 2017 **Fabrigate Tmi — Founder**
Own practice · design and 3D-printing consulting
Commissions for Shapeways, 3D Systems, Twikit, Reima and Lundia, including exhibition design for four European furniture fairs. Home of Colors of Birch, my own eyewear and jewellery brand — launched in Paris 2011, exhibited in Vienna and London 2012, with the jewellery stocked by selected retailers. International speaking on 3D printing.
- 2012 – 2013 **Tinkercad Oy — Technical Artist**
Browser-based 3D modelling
Curriculum and reference content, tutorials and educational films, product demonstrations and 3D-printed examples. Designed the onboarding lessons every new user starts with; Tinkercad has since passed 100 million learners and educators. Represented the company at trade shows.
- 2007 – 2011 **Golla Oy — Designer**
Bags and cases for portable electronics
Carrying solutions for phones, cameras, tablets and laptops, plus point-of-sale systems, packaging, interiors and fair stands in Berlin, Barcelona, Las Vegas and Tokyo.

COMPETITIONS AND PROGRAMMES

- 2009 – 2012 **Freedom of Creation — FOC Talents**
Invited programme for pre-selected designers, a new brief every three months
Won the third assignment with Cresco, a 3D-printed pendant lamp, which was commercialised into the Freedom of Creation collection and selected for the Finnish design yearbook. Second place in the summer 2011 assignment with the Park necklace.

EDUCATION

- 2003 – 2008 Institute of Design Lahti — Bachelor of Arts, industrial design (Muotoilija AMK)
1989 – 2002 Rudolf Steiner School Helsinki — comprehensive and upper secondary

OTHER AWARDS

2011	1st place — Martela Inspiring Spaces award, 2x2 workspace concept
2009	7th of 3,487 — Sound Innovation competition, Gramo speaker concept
2005	3rd place — Canal Digital graphic design competition

PUBLICATIONS AND PRESS

2009	Swarovski — Inspired by Passion Topaz, eyewear design featured
2008	Swarovski Elements — Enlightened: Watch Inspirations, watch concept featured
2012	Wired — interviewed on 3D printing; 3D-printed eyewear frames used to illustrate the article
2009 –	Work covered by designboom, Yanko Design, Ubergizmo and Mac Format

SPEAKING AND OTHER WORK

2025	Immersive learning and AI — Heureka, for STEK
ongoing	Veni, Vino, Variety — podcast on design, AI and wine, produced with an AI-assisted pipeline

SKILLS

3D	Rhinoceros, Tinkercad, SketchUp
2D · UI	Adobe Photoshop, Illustrator, InDesign, Sketch
Making	SLS and FDM 3D printing, materials, prototyping, design for manufacture
AI	Workflow architecture, automation of design and content pipelines
Languages	Finnish (native), English (fluent), Swedish (basics)

REFERENCES

Available on request.