

Justia Jämsä

CV

EDUCATION

Aalto university

MA in Fashion, clothing and Textile design 2021-2024

BA in Design 2018-2021

WORK EXPERIENCE

Marimekko, Creative Concepts Team intern, 03 / 2025 - 09 / 2025

Sports Bar, co-producer of group exercise studio in Post Bar, 02 / 2025 -

Aalto University, Course assistant in Adobe Illustrator and Photoshop, 08 / 2024 - 10 / 2024

PatternLab (Aalto University), Course assistant, PatternLab Project for SOK, spring 2024

PatternLab, Project coordinator and Chairperson, customer project for SOK, spring 2023

Juoksut, Running community Founder, Producer and Creative, 2023 -

Hanna-Kaisa Korolainen, Studio Assistant, spring 2023

Haglöfs, Assistant in Creative Team, 09 / 2022 - 01 / 2023

Haglöfs, Intern, IMC, PR and Creative Team, 05 / 2022 - 10 / 2022

Acne Studios, Intern, Product development, 11 / 2021- 05 / 2022

Dekotila, Assistant Interior and Space Designer, 2020-2023

Lovia Collection, Showroom, product & E-Com Specialist, 08 / 2020-07 / 2023

Nuoret Designerit ry, Communications Executive, 2020-2021



Lightspeed Lifestyle

Concept photographs in developing Lightspeed Lifestyle, as the foundation of Juoksut Run Club

Concept, inspiration, direction, styling, and production: Juulia Jämsä

Photographs and edits: Iivari Mikkonen

Model: Uni Erkkilä

2022

Lightspeed Lifestyle

Inspiration



I came up with the idea of Lightspeed Lifestyle on a solitary run in a blizzard, with snow pouring into my face and barely being able to move fast due to the wind and poor visibility.

The feeling of being fast, invincible, and victorious doesn't always align with the speed you are moving at. Lightspeed Lifestyle is all about the sensation of moving fast and the euphoria we get from it.

Location scout



Bts



Lightspeed Lifestyle

End result



A close-up photograph of two individuals wearing winter hats and scarves. The person on the left is wearing a grey knit hat with a small light-colored patch on the forehead and a grey scarf. The person on the right is wearing a dark blue knit hat with a white patterned band and a grey and white patterned scarf. The background is dark and out of focus.

LUCKY

Creative project and running community since 2023.

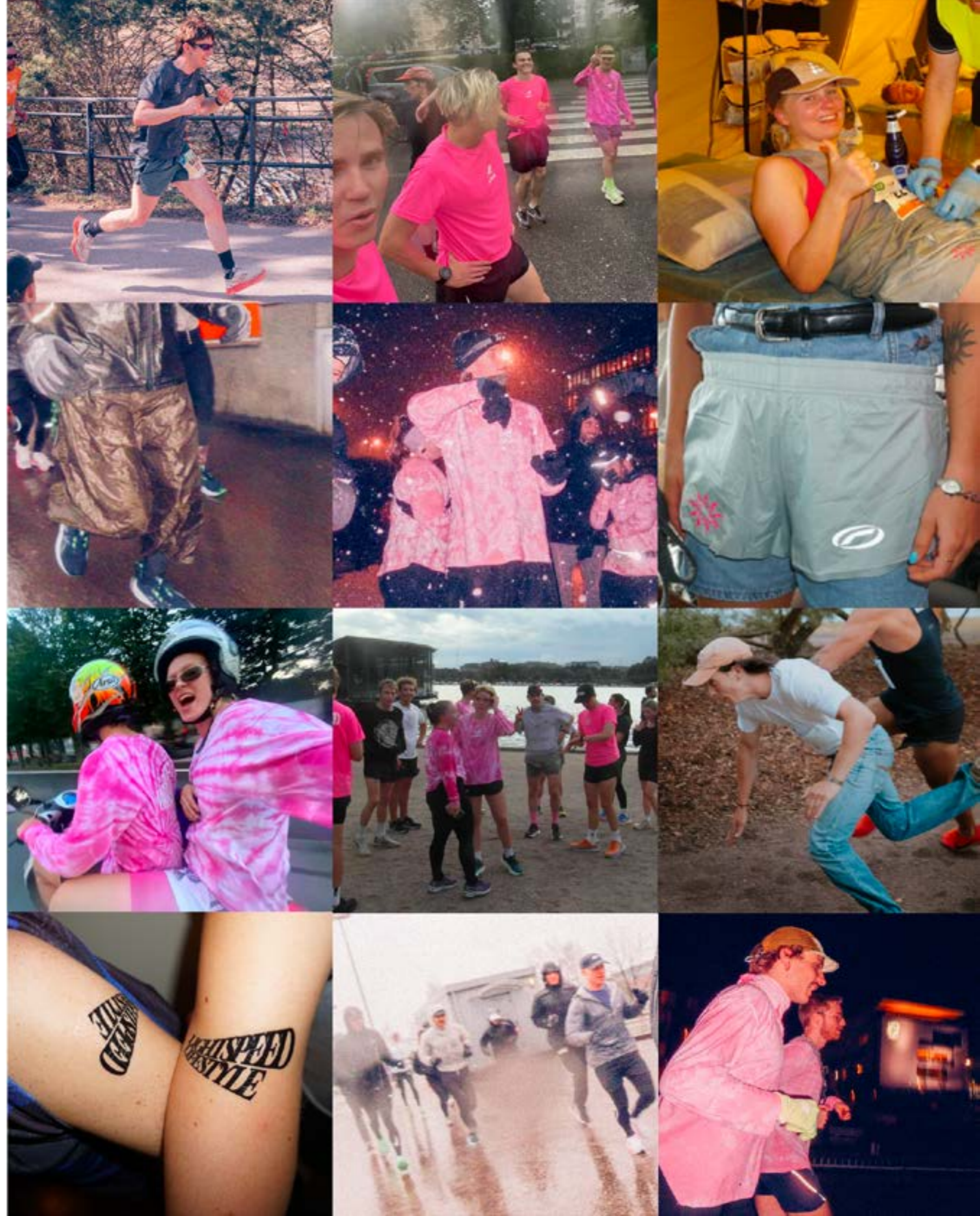


JUOKSUT

My brother Jaakko Jämsä and I discovered that running in a group encourages people to feel and perform better, so in the spring of 2023 we founded Juoksut. We organize weekly group runs, now for hundreds of participants throughout the year, offering multiple pace groups to accommodate different runners, led by a team of 15 pacers.

My role in Juoksut has been as the creative director and producer. We have collaborated with e.g. Puma, Asics, and Saucony, and currently have a sponsorship from New Balance. We have also collaborated with another running community, Mellow Minutes, on multiple occasions—such as organizing an event for Helsinki Design Week 2024.

Juoksut is made together with several creatives—notably Jusa Annevirta assisting with visuals, Henrik Aikio as photographer, and Emma Tahvanainen and Justus Arvelin as graphic designers.



Examples of Juoksut's events

Gr8ness relay race with Mellow Minutes

A relay race in Tervasaari, created together with Mellow Minutes. The race consisted of 8 teams of 8 members and started at 8 PM. Jaakko Jämsä and I created the concept, and the event was funded through T-shirt sales. The print was designed by Axel Lyytikkä, based on a brief by Aleksandra Niiranen and me. After the race, we hosted an outdoor party sponsored by 1664 Blanc, providing non-alcoholic beverages.

Photo by Elias Ervast



Tallinn Marathon With Juoksut

Juoksut participated in Tallinn Marathon 2024 with a team of 30 runners. Together with Juoksut's core team, we organized the entire trip. I also secured official race kits from the running brand Optimistic Runners. This spring, we are heading to Stockholm Marathon with 65 runners.

Photo by Juulia Jämsä



Kaivari Forever with Puma

Kaivari Forever was a May Day event in 2024, sponsored by Puma. We invited runners to join us in running a loop shaped like an infinity sign around Kaivopuisto—for as many rounds as they wanted or could. We set up a tent with sponsored beverages, music, and May Day treats for those resting between rounds or cheering. The event attracted around 120 participants.

Event ad by Juulia Jämsä



Running Essentials with Saucony

Juoksut wanted to host a running school to focus on running technique in open sessions. Since we are not professional runners ourselves, we teamed up with Saucony athletes and Arttu Vattulainen, Finland's fastest marathoner. We held four sessions with different themes, each drawing between 50–100 participants, depending on the topic.

Event ad by Juulia Jämsä



Helsinki Design Week: StairCase with Juoksut & Mellow Minutes

The Helsinki Design Week 2024 theme was "Underneath." With Mellow Minutes, we created a unique running event where participants explored hidden staircases around Helsinki city center. The 10 km route included 12 staircases and drew more than 150 participants.

Poster by Aleksandra Niiranen, Laura Mertala and Juulia Jämsä



Juoksut's first birthday

Juoksut is all about wholesome community events. It's important for us to occasionally host events without brand sponsorships—just for the sake of community. For our 1st birthday, we kept it simple: a regular Tuesday run, followed by rhubarb cake and pink juice. The event brought together our most loyal runners, along with new faces, for a heartfelt celebration.

Photo by Henrik Aikio



Juoksut featured in Helsingin Sanomat



Juulia Jämsä ja Jaakko Jämsä kertovat, että heidän yhteisössään on enimmäkseen juoksijoita, jotka eivät tunne toisiaan.



Merchandise and product prototypes for Juoksut

Pink shirts and hoodies designed in collaboration with Jusa Annevirta, Henrik Aikio and Siiri Hytönen

Photos by Juulia Jämsä, Henrik Aikio and Joonas Laukkonen



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*Live
Love
Lightspeed*

GHTSPEED LIFESTYLE!

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CLUB: JUOKSUT

TIME: TUESDAYS 18:30

PLACE: TOKOINRANTA

Acne Studios

Work for Acne Studios' Repurposed collection, 2021-2022

In 2021 I started my internship at Acne Studios' Denim and Repurposed collections, in Product development. My daily tasks consisted of communicating and collaborating with Design, Production and the suppliers, coordinating and assessing samples with a critical eye and arranging and hosting fittings and meetings.

My work at Acne taught me to work well under pressure, prioritizing tasks by urgency and communicating efficiently with many stakeholders simultaneously. My social skills were a great benefit in this role that included handling many unexpected, difficult and complicated situations with a positive attitude.

Photo: Acne Studios

Acne Studios



Sports Bar

Do Sports at Post Bar, 2025 -

Post bar is an iconic nightclub in the famous club complex in Kallio, Helsinki. Due to the recent fitness and health trend, people who have been active in the nightlife, are seeking to balance it with taking care of overall wellbeing.

Sports Bar takes over Post Bar from Monday to Wednesday. The classes range from contemporary dance to aerobic style fitness classes, as well as yoga, pilates and strength training. The classes are targeted to people, who might feel uncomfortable in at a regular gym or group exercise class. The schedule changes monthly, and classes have been nearly always fully booked.

I have acted as a second producer in the process, alongside Uni Erkkilä in February-April 2025.



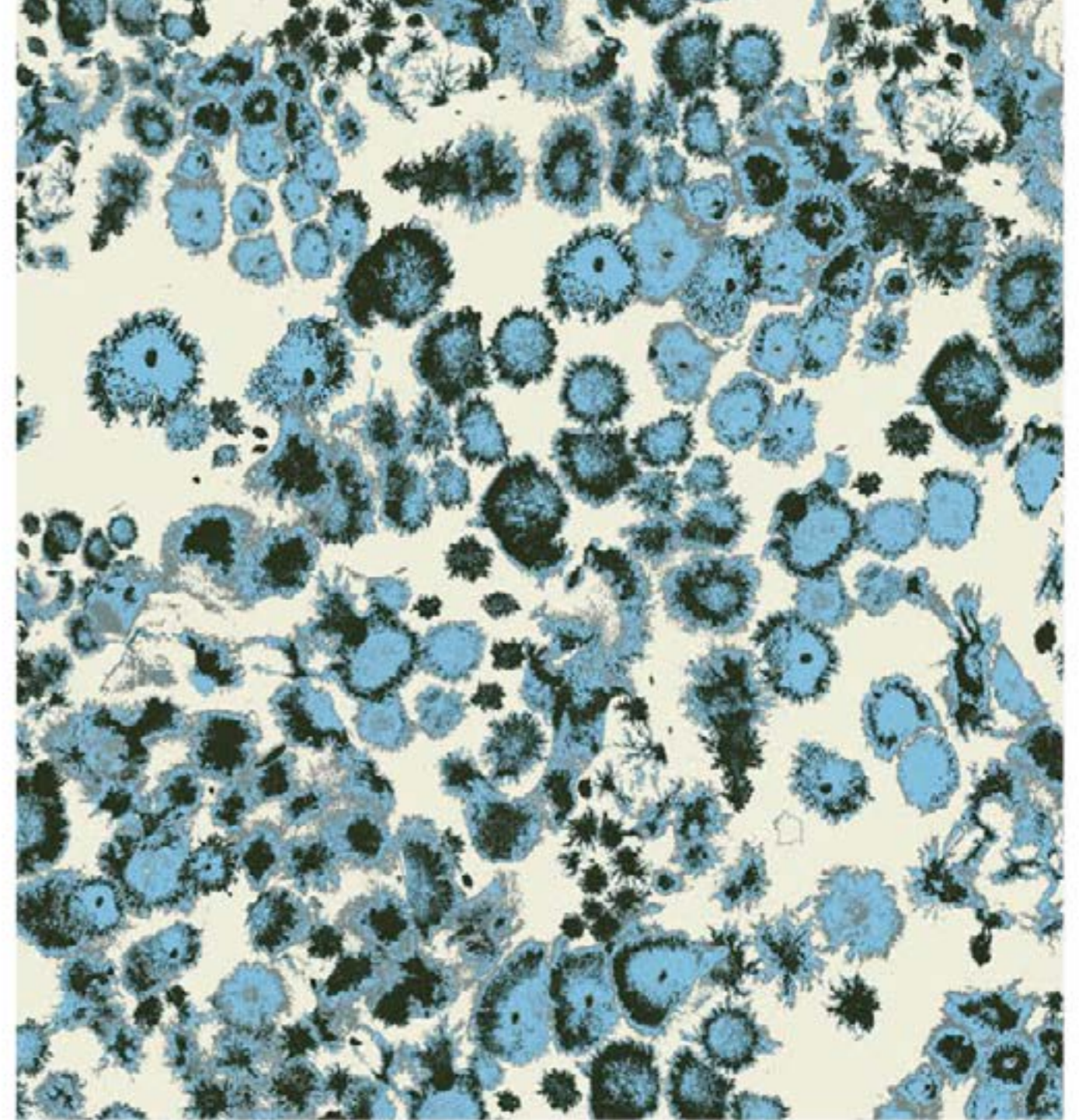
Pattern Lab

Coordinating pattern design project between Aalto and SOK, 2023

PatternLab is a customer project arranged by Aalto University. In 2023, I was the chairperson and project coordinator of PatternLab project between Aalto University and SOK. SOK is Finland's most popular clothing retailer in Finland. With a team of 12 designers, we designed and sold patterns for SOK's womenswear.

In addition to designing patterns I created guidelines for the team, ensured all deadlines were met, attended all customer meetings ensuring flawless communication between all stakeholders, delegated tasks, arranged workshops and ensured the well-being of the team. I managed the role with great success, and the next year I was an assistant in the project, helping out the next chairperson by sharing my knowledge and the groundwork I had completed to make the process as smooth as possible.

Our team sold 30+ patterns, which was more than double the amount of what the customer initially ordered. The process was extremely useful in learning about leading and coordinating a team and collaborating with a highly commercial customer.



20 X 20 CM



**PATTERN
LAB23**

