

PETRI RUIKKA

Multidisciplinary professional transitioning into data analytics after 15+ years in digital media and project coordination. Skilled in Python, SQL, and Power BI with hands-on experience in data cleaning, dashboarding, and backend development. Adept at transforming complex data into actionable insights across public sector, cultural, and creative tech contexts.

Technical Skills & Tools

- **Programming & Querying:** Python, SQL (MySQL, MSSQL, SQL Server), JavaScript, TypeScript
- **Data Analysis & Tools:** Pandas, NumPy, Excel (advanced: XLOOKUP, Pivot Tables, macros), Power BI, Power Query
- **Visualization:** Power BI dashboards, Matplotlib, Excel Charts
- **Machine Learning & Statistics:** Linear & polynomial regression, basics of classification, descriptive and inferential statistics, probability theory (Bayesian, conditional, distributions)
- **Dev Tools & Platforms:** Git/GitHub, VS Code, Azure SQL, Prisma ORM, Passport/JWT, NestJS, Node.js
- **Other:** Motion graphics (After Effects), Unreal Engine

Project Highlights

R-BUS WEB BACKEND (NESTJS / AUTH / DB DESIGN) – Artist Laura Beloff – Helsinki March-August 2023
→ (Backend Development – Node.js, Prisma ORM)

- Built a NestJS-based API for a public artwork website featuring autonomous robotics.
- Implemented user authentication with Passport/JWT and designed MySQL schema using Prisma ORM.
- Worked as a junior developer under senior guidance while also leading project production and communications.

RENEWABLE ENERGY IN FINLAND: TIME SERIES ANALYSIS – Personal Project – Helsinki January 2025
→ (Data Analysis – Python, Excel)

- Ongoing analysis of renewable energy trends using Python (Pandas) and Excel (PivotTables, slicers).
- Developed interactive dashboards and performed exploratory data analysis on multiple datasets.

VIDEO STATS DASHBOARD – Personal Project - Helsinki January 2025
→ (Power BI Dashboard – Social Media Metrics)

- Created a Power BI dashboard analyzing YouTube and Instagram performance for video content with 1M+ views.
- Cleaned and aggregated multi-platform data using Excel and Power Query.

FINNISH DATA ANALYST JOB MARKET EDA – Personal Project – Helsinki November 2024 – February 2025
→ (NLP & Visualization – Python, NLTK, Matplotlib)

- Analyzed Finnish job postings to extract and visualize skill keyword patterns.
- Used Python's NLTK for tokenization and text analysis; visualized trends with Matplotlib.

Professional Experience

R-BUS ROBOT BUS PROJECT – PRODUCER & COMMS LEAD 2022 - 2023
Artist Laura Beloff & HAM Museum – Helsinki

- Managed complex multi-stakeholder collaboration around a public art–technology project involving autonomous robotics.
- Coordinated technical production, logistics planning, and audience guidance for an autonomous bus.
- Integrated real-time bus mapping into the public-facing platform; collaborated across engineering and communications teams.

UNTITLED FESTIVAL – PRODUCER AND ART PROGRAMME CURATOR

2020

Demos Helsinki – Helsinki

- Produced and co-curated an international hybrid event focused on ecological and societal transformation.
- Managed 388 participants from 25+ countries and led the technical production of live-streamed sessions.

OCCUPY EARTH – LECTURER AND COURSE LEAD

2017 - 2019

Aalto University / Parsons School of Design – Helsinki & NYC

- Led a cross-continental art and design course with a focus on digital media and environmental technologies.
- Coordinated workshops in New York and exhibitions in Finland; mentored student project teams.

PIXELACHE FESTIVAL – DIRECTOR AND COORDINATOR

2014 – 2017

Piknik Frequency ry – Helsinki

- Directed the "Interfaces for Empathy" 2016 festival; initiated an interdisciplinary art & science curatorial team.
- Managed year-round operations, financial planning, grant applications, reporting, and partnership development.
- Initiated projects that significantly increased public funding and programming continuity.

OTHER NOTABLE WORK EXPERIENCES

2017 - 2024

- Chairperson, **HIAP – Helsinki International Artist Programme** (2022–2024); led structural transformation & hiring process
- Multiple large scale visuals and music video productions for **Axel Thesleff** (2020-2023)
- **Interfaces for Empathy** research project co-founder (2017–18)

Education & Training

Academic Degrees

- **MA in New Media**, Aalto University, Helsinki (2005-2011)
Majors: Digital Media, Motion Graphics, Interactive Media, Dramaturgy
- **BA(Hons) Film Studies**, Southampton Solent University, UK (1999-2001)
Majors: Filmmaking, Film History, Critical Theory

Vocational & Applied Studies

- **Vocational qualification in ICT**, Taitotalo, Helsinki (2022 – 2023)
 - Focus: Python programming, software dev fundamentals, OOP, Python data analytics ecosystem
 - Internship focused on backend development: TypeScript, Node.js, Prisma ORM
- **Metropolia UAS** (2023 - 2024)
 - SQL Basics, SQL and Databases, Introduction to Artificial Intelligence, Artificial Intelligence with Python, Introduction to JavaScript, NodeJS
- **HAMK UAS** (2022 – 2023)
 - Python for Data Science, IoT Architectures, IoT sensors and performance

Online Certifications (Coursera)

Completed:

- **IBM**: Data Analysis and Visualization Foundations, Python for Data Science, AI & Development
- **University of Zurich**: Intuitive Introduction to Probability
- **Microsoft Education**: 365 Fundamentals Excel Specialization
- **Macquarie University**: Excel Fundamentals for Data Analysis

Selected Links

- [Portfolio Website](#) | [R-Bus](#) | [Untitled Festival](#) | [HIAP](#) | [Interfaces for Empathy](#)