

Marja Kuronen  
Faculty of Art and Design  
Discipline-specific doctoral programme  
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## Research interests

Marja Kuronen (MA) is conducting doctoral research building on her master's theses topics: Investigating how design thinking and systemic thinking practices can be applied in the development and redesign of funeral services and processes. The aim is to identify practices that lead to more inclusive and egalitarian ways of conducting funeral services and practices and to promote well-being, even during the grieving process. She is interested in systemic design, user experience design and futures design.

Kuronen has a strong background in the field of digital services and has worked for 15 years as a UX/UI and service designer for various IT companies. At the moment, she works as a senior service designer for Vincit plc. Her work includes business and service design, end-user research and workshop facilitation. Additionally, Kuronen utilizes the scientific findings of her research beyond academia in her work as a consultant. Furthermore, her contributions at work can be utilized in her research, for example in the facilitation of study groups.

keywords: design thinking, systemic thinking service design, co-design, funerals, death rituals, burial, user-centric research, future research, sensitive target groups

## Employment

### Doctoral Researcher, Faculty of Art and Design

University of Lapland  
Rovaniemi, Finland  
1 Aug 2020 → present

### Doctoral Researcher, Discipline-specific doctoral programme

University of Lapland  
1 Aug 2020 → present

### Senior Service Designer

Vincit Oyj  
Tampere, Finland  
1 Jan 2019 → present

### Service Designer

Ambientia  
Hämeenlinna, Finland  
1 Jan 2015 → 1 Jan 2019

### Concept Designer

Evangelical Lutheran Church of Finland  
Helsinki, Finland  
1 Jan 2013 → 1 Jan 2015

### Art Director

Oy Poutapilvi web design Ab  
Turku, Finland  
1 Jan 2008 → 1 Jan 2013

### Senior Consultant

Funeralab Oy

Kaarina, Finland

## Research outputs

### Hoiva elämän päättyessä

Kuronen, M., 2023, *Hoivan pimeä puoli*. Sihto, T. & Vasara, P. (eds.). Gaudeamus, p. 211-232

### Systemic Design Approach to the Finnish Funeral Ecosystem

Kuronen, M., Jun 2022, University of Lapland, Faculty of Art and Design. 49 p.

### Omainen hautausprosessin puristuksessa

Kuronen, M. & Suoheimo, M., 2022, p. 79-80. 2 p.

### Funeral service development for needs in the near future: Utilizing design thinking and a future-oriented approach in the development of Finnish funeral-related services and business

Kuronen, M., 2019, Turku: Yrkeshögskolan Novia. 81 p.

## Activities

### Omainen hautausprosessin puristuksessa

Kuronen, M. (Speaker)

24 Mar 2022

### The Oslo School of Architecture and Design

Kuronen, M. (Visiting researcher)

Aug 2021 → Dec 2021

### Suomalaisten hautauspalveluiden kehittäminen

Kuronen, M. (Speaker)

Apr 2019

### Tulevaisuustietoisien muotoiluajattelun hyödyntäminen hautauspalveluiden kehittämisessä

Kuronen, M. (Speaker)

Mar 2019

### Member of Committee of Study Curriculum and Student Election Affairs of Service Design Masters Degree Programme

Kuronen, M. (Member)

2019 → 2020

## Prizes

### Silent Hike / Service Concept

Kuronen, M. (Recipient), Soto Hormazábal, M. (Recipient) & Suoheimo, M. (Recipient), 7 Sept 2018

## Media contents

### Design can create happiness for future funerals

Kuronen, M.

01.04.2019

1 Social media contribution

### Radio Y - Aino-Mari Tuuri: Arkipaljetit

Kuronen, M.

12.11.2019  
1 item of Media coverage

**Uskonottomien hautajaisten suosio kasvaa Suomessa**  
Kuronen, M.  
06.05.2023  
1 item of Media coverage