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ABOUT ME

I am a Finnish designer with expertise and a passion for graphic and communications design. I enjoy challenging assignments and projects where I can create wholes. I produce my best work when I get to consider the entire ecosystem of the assignment, such as how it will appear, where it will be used and who the end consumers will be. In my opinion good design must be both well-thought and carried out impeccably.

In the past I have worked with a wide range of graphic design assignments from book and magazine layouts to web page designs, campaign materials and corporate identities. In the future I want to work with projects requiring cross-discipline thinking. My goals are developing and deepening my professional skills and getting exposure to a wide variety of projects, methods and tools.

I am interested in culture and its various manifestations and expressions. Outside of work, my passion for contemporary dance keeps my mind active and provides me new ways to see and feel.
TEDxCentralSaintMartins

TEDxCentralSaintMartins is a conference held in March 2012. The theme for the event was Emergence.

As a TED talks fan I suggested that the school should have its own TEDx event. By bringing such an event to the university would be a great way to celebrate the new Central Saint Martins campus site in King’s Cross.

In April 2012 I received a full scholarship to attend TEDxSummit, the first global meeting for organisers. The week long summit was held in Doha, Qatar and included workshops and collaboration projects with over 700 other TEDx organisers from 90 countries.
RUBBISH DUCK

Rubbish Duck is a sculpture made from 5000 plastic bottles collected from The Thames and London’s canals. The sculpture will be displayed in the Regent’s Canal in the summer 2012.

The sculpture symbolizes disregard towards local environment but also draws attention to a larger problem plastic pollution causes globally.

Collaboration between UAL students, Thames21, Regent’s Canal Festival, ECO Plastics Ltd and the volunteers
30-A-DAY

A social design and campaign proposal for the Borough of Camden. The aim of the project is to lower the threshold of casual physical activity among people who might otherwise not exercise. The core idea is to create small, rewarding opportunities to walk and way to make this practice a part of their everyday routine.

Collaboration between MA Communication Design students
Client: Borough of Camden

86% of Camden residents think they are physically inactive

Let’s realise that walking throughout the day gives us the required daily exercise:

10 + 10 + 10

minutes in your slippers walking the dog
minutes in your heels getting a sandwich
minutes in your sneakers to see a gig

A WAY TO PROVIDE 30 MINUTES OF REGULAR DAILY EXCERCISE IN CAMDEN

WHY WALK FOR 30-A-DAY?
Save money: Skip the bus once a day. Walk to save £436 a year.
Save time: In rush hour 10 minutes of walking equals 20 taking the tube.
Get fit: Walk to shed those inches and get into the little black dress.

10+10+10 Street implementation

Big inflatable balloons placed at major stations and high streets to mark the start of 10 minute walking timeline.
The 10 minute timeline is marked on the street to give people a feeling of how long or short the 10 minute walk actually is.

Promotional posters targeting different personalities within the target group. The first poster is there to create awareness about how easily you can implement walking into your daily routines. The second poster emphasizes the gains you achieve by walking.
MATKAHUOLTO

Matkahuolto is the largest coach and logistics company in Finland. During the two years I worked with the client I was promoted from assistant to AD redesigning their entire corporate image. Here is a fraction of the work I produced for the client.

1. Tickets online -campaign poster
   Campaign materials included banner design
   Bus shelter poster, size 1185 x 1750 mm
   Photoshop, Indesign

2. The annual report
   Size: 210 x 280 mm
   Photoshop, Indesign

3. Parcel leaflet
   Size: 105 x 210 mm
   Photoshop, Indesign

4. Prepaid 22 - a student travel card campaign poster
   Campaign materials included banner design
   Size: A3
   Photoshop, Indesign

5. Price list for parcel services
   Size: A4
   Indesign

6. äMHoo - a magazine for Matkahuolto’s staff
   Size: 230 x 280 mm
   Photoshop, Indesign, Illustrator

7. Travel voucher
   Size: 160 x 75 mm
   Indesign
OUTDOOR CHAMPIONS 2008

Outdoor Finland is an organization representing and developing outdoor advertising in Finland. The annual Outdoor Champions competition emphasizes outdoor media’s special features and encourages advertisers to create ambitious street campaigns. I designed a clear and to-the-point poster directing the public to the campaign’s web pages and to vote. The campaign was widely run in the largest cities in Finland.

Creating a visual identity for the best outdoor advertisement 2008 -competition
Client: Outdoor Finland
Bus shelter poster, size 1185 x 1750 mm
Illustrator, Indesign
MITSUBISHI DRIVER - MAGAZINE

Mitsubishi Driver’s target groups are Mitsubishi car owners and dealerships. The design assignment was to redesign and modernize the entire magazine and to make it more approachable and accessible.

Magazine design and layout
Client: Mitsubishi
Size: 230 x 280 mm
Photoshop, InDesign
LOITSU - A RESERVATION SERVICE FOR INTERPRETERS

Evantia provides interpretation services for sign language users, deaf, deafblind and people with hearing problems. The design commission was to redesign the web site and make it more usable.

Web page design and structure
Client: Evantia
ARJEN TRILOGIA

A book about jewel design as a part of making and experiencing art. The project was followed up with a portfolio website for the artist.

Visual design and layout
Client: Petteri Ikonen
Size: 170 x 240 mm
Photoshop, Indesign