



Experience

(Multiple Clients)

Freelance Designer
2010–

Design projects of a varying nature. Primarily print design, branding and identity design, and illustration for different smaller clients.

Sanoma Media Finland

UX/UI Trainee
2025–

User interviews, user testing, prototyping, and UI design for audio content on the company's news sites/apps. Design System work like icon design.

Hufvudstadsbladet (KSF Media)

Visual Journalist
2012–2016; 2023–2024

Layout for the newspaper Hufvudstadsbladet and its digital evening edition HBL Kväll. Proofreading of the material. Translation when needed.

Aalto University Business Students

Art Director
2023–2024

Planning and executing the association's larger visual projects, with a focus on print products like magazines. Fixed-term contract (12 months).

Berry Creative

Designer
2019

Branding, layout, and illustration for two larger projects, working both in teams and on my own. Fixed-term contract (5 months).

The Finnish Broadcasting Company

Radio Newscaster
2009–2010

Writing and delivering radio news reports on the Swedish-language youth channel X3M. Cutting soundbites and operating the studio when on air.

Education

Master of Arts

Visual Communication Design
Aalto University
2022

I completed a year-long minor in pattern design (PatternLab 2021). Each participant had to make 30 cohesive, finished patterns for three shared collections, which we then marketed and sold.

Bachelor of Culture and Arts

Graphic Design
Lahti University of Applied Sciences
2018

I studied abroad for a year, at The University of Kansas in the USA, in 2017–18. I focused on trying new things, taking classes in subjects like motion graphics, hand lettering, and packaging design.

Bachelor of Social Sciences

Journalism and Communication
The University of Helsinki
2015

I minored in political science as well as film and television studies. In my last year, I pivoted from writing to visual journalism, and wrote my thesis about newspaper layout.

Etcetera

Dance Gamers of Finland

Hobby Association Work
2010–2020

Art Director (2010–2020); Board Member (2010–2017); Vice Chair (2014–2015); Main Organizer of the European Championships (2014–2017).

AYY Design Calendar

Competition Entry
2019

My proposal for Aalto University's student union AYY's pocket calendar was chosen for production; I finished it and managed the printing process.

European Newspaper Award

Competition Entries
2012; 2015

Two spreads I've laid out have won international design awards. One was for Hufvudstadsbladet, the other for their regional paper Hangötidningen.

Skills

Software Adobe InDesign, Illustrator, and Photoshop; the basics of After Effects. Figma, Semplix, Miro, Jira, Office.

Languages Fluent in English, Finnish, Swedish (both written and spoken). Proficient writer, translator, and proofreader.

Personal Emotional intelligence, communication, detail-orientation, consistency, interest in self-development.