



## 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 sites and apps. Design System work like icon design. Fixed-term contract (8 months).

### 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, Semplice, 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.