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## About me

### Studies

I have a **Bachelor's degree in Design** from Karelia University of Applied Sciences in 2015. Part of my studies were in Frederick University in Cyprus, where I attended the **graphic design line**. My studies included many different design disciplines, but my focus was on graphic design.

I wrote my thesis on '**Creating a Visual Style for a Computer Game**', where I explored how indie game developers produce visually stunning games on small budgets. Through this research, I gained valuable insights into **efficient design techniques** and **creative problem-solving**. Additionally, I applied these concepts by developing visuals for my own game project, further enhancing my practical skills in game design and visual development.

### Personal

The first impression I often give is that of a **fun loving jokester**, but do not let it fool you; I am a **self-driven problem solver** by nature. To me it is important to be kind and considerate, but I also want to achieve great things in life. Sometimes it means exciting brain storming sessions with others, but nothing gets done without also being **ready to sit down to do the work required**.

## Top skills

### Graphic design

I possess a **broad range of graphic design skills**, with much of my professional experience centered around **advertising, illustration, and information visualization** through **brochures, infographics, and videos** at UKKO.fi. I was also heavily involved in developing the UKKO.fi brand, focusing particularly on enhancing their **visual identity**.

In my freelance work I have created several **logos** and **visual identities** for companies, as well as **websites** and whatever else the client might need. I also did similar work at my earlier employers Ecome and Molentum.

### Marketing

During my five years at UKKO.fi as part of the marketing team, we multiplied the amount of users and the company revenue several times over. My focus was on **generating campaign concepts, writing copy** and **designing visuals** for them.

I worked on **digital ads**, out-of-home (OOH) campaigns as well as magazines and TV ads. Most notable ones being several **covers for Helsingin Sanomat**, an **animation** shown in **Jussi-gala** and **large-scale OOH campaigns** that were shown all over Finland.

### Communication & team work

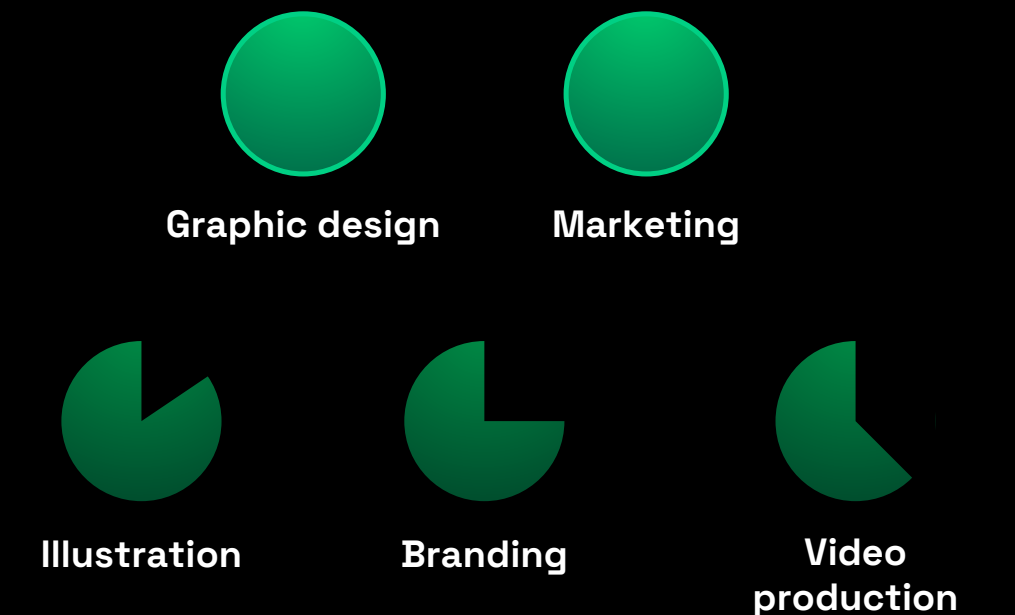
Thanks to my diverse skill set and experience working with people from different disciplines, I **excel at communicating in a clear, accessible way**. For example, programmers often compliment me on how I "talk their language" and take their technical needs into consideration. I've also been frequently commended for **delivering high-quality work quickly**.

### Programs

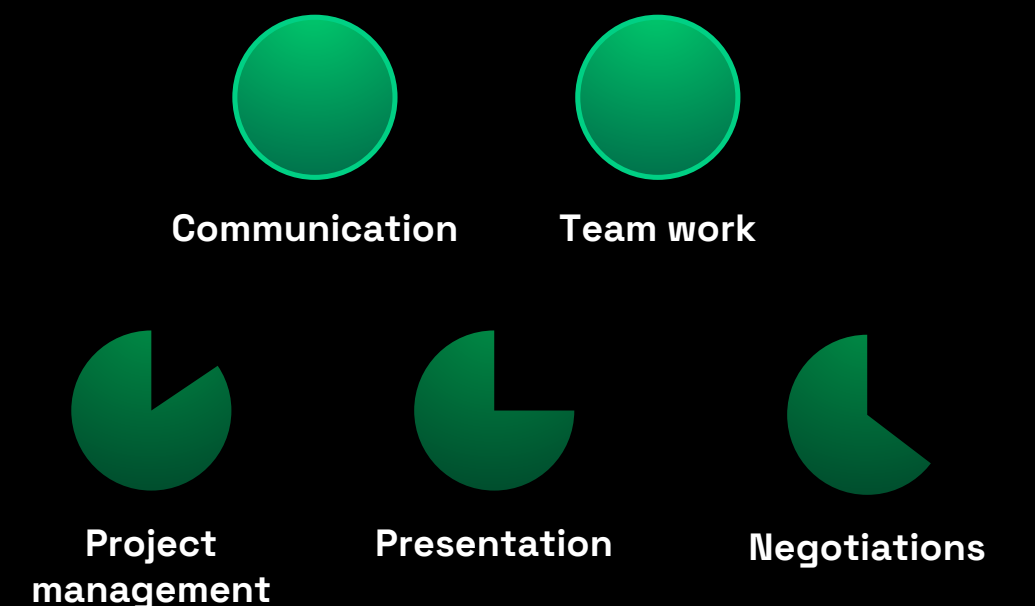
I **mostly use Adobe Creative Cloud** to do my work. I am also familiar with **Wordpress**, using **Midjourney AI** for image generation and using digital marketing platforms such as **Google Ads** and **Facebook Marketing**.

## Experience

### Expertise



### Social



### Work history

**Self-employed**  
Board game design and freelance graphic design projects  
2/2023 ->

**UKKO.fi**  
Graphic designer  
10/2017 - 1/2023

**Ecome Digiverstas**  
Graphic designer  
1/2017 - 8/2017

**Various jobs**  
2015 - 2017

**Molentum**  
Graphic designer  
8/2014 - 2/2015