



Curriculum Vitae

About me

I am an award-winning digital designer and creative thinker, skilled in graphic design for web and print, user experience design, concept design, illustration, animation and I've even designed a game or two. I'm keen on typography and am forever honing my craft, drawing from a variety of influences. I love finding out how things work. I've been reverse engineering things since I picking up my first Duplos.

Employment

- **Designer, owner at Is Good Creative: digital design agency, July 2008 – current**
London, UK
 - Visual consultancy services for digital media. Branding and identity work. Concept and UX design for digital media.
 - Graphic Design, Illustration, animation, front-end web development for small to medium-sized companies in sectors such as IT, advertising, finance, music, toys, construction and fmcg.
 - Clients include VR (The Finnish National Rail Company), Atria (Finnish food processing company), Southern Comfort, Seligson & Co, Endero Oy, Sonic Arts, Boss Toys, Notting Hill TV, Hermitage & Co, among others.
- **Art Director/Designer, Endero Oy, January 2007 – July 2008**
Helsinki, Finland
 - Visual design for digital media ranging from web to video, big screen to mobile site design. Concept, brand interaction design and UX design for campaign sites for high-profile Finnish companies, such as VR, SSH and Atria.

- **Art Director/Designer, HST digital agency, 2005 – 2007**
Helsinki, Finland
 - Visual design for Internet, Extranet, Intranet and campaign sites. Illustration and flash animation for companies in sectors such as pharmaceuticals, finance, fmcg, travel and non-profit.
 - Also worked as the in-house Art Director, responsible for the visual branding of agency material.
- **Freelance: graphic design, 2003-2005**
Helsinki, Finland
 - Graphic design for web and print. Translation and copywriting services for clients great and small.
- **Internship, Reuters, January-September, 1998**
London, UK

Education

- Postgraduate Diploma in Design (Interactive Media), Sheffield Hallam University, UK, 2005
- MA in Web Journalism, University of Sheffield, UK, 2003
- BA in English Philology, University of Helsinki, Finland, 2002
- Compulsory military service, Finland 1997-1998
- High School Diploma, Helsingin Suomalainen Yhteiskoulu, Helsinki, Finland 1993-1996

Awards

- Grand Effie – award in the Effie Awards Finland 2007 (campaign: VR Kivimiehet)
- Gold Effie – award in the Effie Awards Finland 2007 (campaign: VR Uusi juna-aika)
- Gold Effie – award in the Effie Awards Finland 2007 (campaign: VR Uusi juna-aika)

- Bronze Effie –award in the Effie Awards Finland 2008 (campaign: VR Ympäristökampanja – Train)
- Webaward 2008 – Outstanding achievement in website development, Investor Relations Standard of Excellence, Atria Group Plc Annual Report.

Specifics

Software that I use on a daily basis include:

- Photoshop
- Illustrator
- Flash
- InDesign

Other things I use and apply depending on the project

- XHTML
- CSS
- Web Standards
- Actionscript 2.0
- SEO

Interests

- Typography
- Graphic novels, cartoons & anime
- Photography
- Music
- Films and animation