

PERSONAL PROFILE

Global minded, designer with 10+ years of multi-disciplinary visual communication experience, from multimedia to print. Self-motivated team player with ability to lead and manage projects from conception to final execution. Competent in mentoring junior designers and interfacing with vendors/clients. An adaptable senior creative, with solid communication skills and understanding of brand and design strategy.

FREELANCE EXPERIENCE

Digital & Print Senior Art Director / New York, USA / 2000-Current

Conceptually develop and produce branding, marketing, editorial, and multimedia/interactive projects. Experience includes commissioning and art directing illustrators and photographers. **Partial client list below:**

Draftfcb / 2010

Digital art direction for re-design of *2010 US Census* homepage and interactive Flash timeline. Designed social media sites (Twitter, facebook and YouTube) using new *2010 US Census* social media brand guidelines. Also art directed and designed *Kowa/Eli Lilly* microsite introducing new drug to US-market.

Christie's Auction House / 2010

Designed user portion of bi-lingual (English/Chinese) site for *Christie's* fine arts storage facility (CFASS), in London, New York & Singapore. Interpreted visual language of print collateral and adjusted it for online usage. Site includes e-commerce elements, links to hi-tech security features and various user service pages. Strategized with project manager, client and developers for optimal user experience.

Time Inc. / 2008

Created various editorial marketing projects, including e-mail blasts, multi-page advertorials, and advertisements for *Time Inc.* publications.

Visual Max / 2008

Developed print campaign for *Consumer Reports' Cover America Tour (CAT)* that documented Americans struggling with affordable health care.

American Media Inc. / 2008

Produced the visual identity for *Fit Pregnancy* magazine's 15th anniversary. Applied identity to various media and formats including a multi-page advertorial feature, web banners, e-mail blasts, print ads and more.

BBDO-Atmosphere / 2007

Conceptualized an innovative online advertising campaign for *Race to the Target 2-Day Sale*, an interactive sweepstakes at *Target.com* promoting the annual sale event. The successful ideas were also adapted for TV, and print and led to a similar approach for the 2008 *2-Day Sale* campaign. Designed pages for re-branded *Emirates Airlines* using new brand guidelines. Also created e-mail blasts and expandable video ads.

Gotham Inc. / 2007

Created online advertising concepts for *Medco*, a medical insurance product for senior citizens.

McCann Erickson / 2007

Produced re-design concepts for *MasterCard's Priceless.com* website.

Producer & Designer / Personal Paths HKI/NYC / Helsinki, Finland - New York, USA / 2003-2006

Designed a portable, interactive multimedia installation involving walk-able maps, video, music and interviews. The interactive experience enabled users to walk in someone else's path in a different country. Tasks included: research, concept development, print, map, web and interface design and video/sound editing.

Arttu Magazine / Helsinki, Finland / 2003

Supervised team of designers in creation of bilingual art magazine. Tasks included, establishing visual language using theme of travel, departure, and destination; creating customized grid systems, color and image scheme, assigning custom font design and art directing an illustrator and photographer.

Co-producer & Interactive Designer / Metamorphosis / Helsinki, Finland / 2002

As part of a multi-national team, produced concept and trailer for interactive TV show, on street and youth culture in Europe. Tasks involved: concept development, market research, script writing, pre- and post-production and creation of interactive web site.



Cosmopolitan Magazine (Hearst Corp.) / 2001

Produced style/trend marketing newsletter expressing *Cosmopolitan's* vision of today's "Fun, Fearless, Female."

Heart & Soul Magazine (Rodale Press) /1997-2000

Designed feature and department pages, art directed illustrators and photographers. Also worked on various book design projects, such as creating a fitness and beauty journal for women.

STAFF EXPERIENCE

Co-Founder & Creative Director / MiOLA - Integrated Marketing & Branding / New York, USA / 2010

Developing marketing and branding approaches with copywriter and strategist. Including social media, guerilla and traditional approaches utilizing humor and a unique vision to communicate clients' messages.

Senior Graphic Designer / Smart Money Custom Solutions Hearst Corp. / New York, USA / 2005-2006

Conceptualized and produced multi-platform (print & video) marketing effort for *Fidelity Investments' First | Person* campaign. Worked on pitches, launches and re-designs for custom magazines and newsletters for financial and retail clients; implemented means of editorializing brand messages; worked on various marketing and promotional projects.

TEACHING EXPERIENCE

Adjunct Professor / City University of New York / New York, USA / 2001 and 2008

Taught *Digital Art* and *Introduction to Graphic Design I*. Provided a challenging creative environment for students, encouraged exploration and pushing boundaries, while giving students insight into the elements and principles of visual communication and an introduction into using Adobe software.

EDUCATION

University of Art and Design Helsinki (Aalto University) / Helsinki, Finland / 2006

Master of Arts, Graphic Design & Media Lab Studies, with a focus on Interactive Audiovisual Narrative (IAN)

Maryland Institute College of Art / USA / 1996

Bachelor of Fine Arts, Graphic Design

SOFTWARE

InDesign, Illustrator, Photoshop, Flash (AS3), Final Cut Pro, MS Office & basic After Effects, HTML, CSS

LANGUAGES

English, Finnish and German

ORGANIZATIONS

SheSays / London, UK and New York, USA / 2010

Organization promoting women in digital media via monthly events with top industry professionals.