



Personal Information

First and last name: Jarkko Ensio Nevakallio
 Date and place of birth: 19 June 1973, Espoo
 Home address: Eevantie 3A, 01840 Klaukkala
 Phone number: +358 50 576 7508
 Email address: jarkko.nevakallio@protonmail.com
 Marital status: Married, two children

Study and education

1995 - 2000 University of Art and Design Helsinki – Bachelor of Arts, Industrial Designer
 1994 - 1995 Helsinki School of Advertising Graphic Designers – Advertising Graphic Designer
 1989 - 1992 Upper Secondary School Graduate, Pohjois-Espoo high school

Military service

1993 Hanko Coastal Artillery Regiment – Clerk

Work experience

2019- **Heku Oy AD.** Main responsibilities:
 · New business and client acquisition.
 · K Group brands such as Budget Sport.
 · Rajala Pro Shop.

2017-2019 **ZeelandFamily, (later Avidly) AD.** Main responsibilities:
 · Lead AD responsible for the visual layout of Sokos advertising. Projects for various clients, including
 · SOK "Ruokakalevala" tour.
 · Rekla Nosto ATM graphics.
 · Launch campaign for the renewed cosmetics department at Sokos.

2014-2016 **SOK Media, AD.** Main responsibilities:
 · Lead AD responsible for the visual layout of Sokos advertising.
 · Individual marketing and design projects for various clients such as S-market and Chico's.

2013-2014 **HOK-Elanto – Art Director & Interior Designer**
 Main responsibilities:
 · Corporate identity and parts of the spatial design for the Kylä restaurant area in the Kaari Shopping Centre.
 · Development and design of marketing materials for restaurants including Chico's, Kaarna, Coffee House and Jyvänen.

2010 -2013 **Mehiläinen Oy, Senior Art Director & Interior Designer**
 · Renewal of the spatial identity of Mehiläinen medical centres and hospitals.
 · Development of interior concepts in cooperation with Mehiläinen's property management.
 · Redesign of customer magazines Terveystieteitä yksittäisesti and Työterveys.
 · Renewal of advertising materials in cooperation with Zeeland.
 · Visual design for the "Omamehiläinen" digital service in collaboration with Adage.
 · Redesign of the visual look of www.mehiläinen.fi in cooperation with Valve.

2001 - **Nevakallio Design – Founder, Designer.**
 Clients and projects include:
 · **thesnubber.com:** Corporate identity, website, marketing.
 · **Helsinki, Espoo and Vantaa Housing:** Website design, implementation and maintenance.
 · **Helsinki Institute for Information Technology:** Corporate identity and layout design for research publications
 · **Kuljetusliike Forsmann Oy:** Website design, implementation and maintenance.
 · **HideCode Ltd:** Logo and corporate identity
 · **Si-La Tilit Oy:** Logo, corporate identity, advertisement templates.

2000 - 2010 **HOK-Elanto – Art Director & Interior Designer**
 Main responsibilities:
 · Prisma Oma Leipomo product line: packaging, logo and product display.
 · Makula product line: concepting with business management
 · Alepa: advertising renewals in 2001, 2005 and 2009
 · Alepa: interior identity renewal in 2001
 · S-market: advertising renewal in 2004 and 2008
 · S-market: retail furnishing for bakery and fruit & vegetable departments 2001.
 · Stone's and Kaarna: logo, corporate identity, interior design, advertising
 · Virgin Oil Co.: logo, corporate identity, interior materials, advertising
 · Zetor: advertising, interior materials, product design

1995 **Mainostoimisto Adman, Webdesigner.**
 · Design and implementation of the Helsingin Osuuskauppa website.
 · Design and implementation of Postmediat Oy website.

1994 - 1995 **Tietoklusteri Oy / DLC (later Saunalahti -> Jippii -> Saunalahti -> Elisa) – Graphic Designer**
 · Corporate identity.
 · Retail software packaging.
 · Retail space interior design.

1994 **Mainostoimisto Pilot, AD assistentti.**
 · Product catalogues for RTV Group.

1993 **Mainostoimisto DDB Needham Brandsellers, AD assistentti.**
 · Interior materials for McDonald's
 · Logo design for Altia.



Language proficiency

Finnish: Native language
 English: Good
 Swedish: Adequate

Software Skills

Graphic design: Photoshop 2 - CC 2026, Illustrator 8 - CC 2026, InDesign 1 - CC 2026, Freehand 3 – 11
 Web: Various content management systems such as Typo3, WordPress, and Web Publisher; Dreamweaver, PageMill, GoLive CyberStudio
 3D Modeling: Google SketchUp, MicroStation Modeler 95, 3D Studio, Alias
 Animation: Adobe Animate, After Effects CC 2025
 Office Tools: MS Office 2000 – 365
 Other: FontLab 4.6 (for creating custom fonts)

Advertising competitions

2024 Competition: Kaiku
 Work: Minister of Finance (concept)
 Win

2008 Competition: Outdoor Finland
 Work: Alepa "take off" tram door advertisement
 Third place

1990 Competition: Espoo Youth Affairs Centre, logo competition
 First place

Design Competitions

2001 Competition: Plootu Fennica
 Work: CEF Industrial PC
 First place

2000 Competition: Åkerlund & Rausing, World Wide Annual Package Design Contest
 Work: Mato – form-shifting graphics in retail packaging
 Second place

1999 Competition: Åkerlund & Rausing, World Wide Annual Package Design Contest
 Work: Kiila – snapping pastille package
 Second place

Portfolio

nevakallio.com

Hobbies

Gym training, walking in the forest, boardgames

Strengths

Visual design is my thing.
 I'm a designer driven by visuals and strong concepts. I create campaign materials from animations and logos to TV productions, as well as social media visuals, exhibition spaces and packaging. I enjoy hands-on work and believe the best ideas come through collaboration.

