



I am a Brand designer and Creative Art Director with more than twenty years of experience in branding, marketing communications and spatial design. I have worked both in creative agencies and as an in-house designer, turning ideas into finished solutions for digital and physical environments.

I enjoy designing complete concepts. For me, it is not only about how something looks, but also why it works and what it is meant to achieve. I combine strategic thinking with hands-on design. I enjoy doing the work myself, but not alone. Best ideas and the best results always come from good teamwork.

- *New business and client acquisition.*
- *K-Group brands such as Budget Sport.*
- *Rajala Pro Shop.*

- Created concepts and marketing campaigns for clients including Pelican Self Storage, Leijona Catering and Adecco.
- Designed exhibition stands and branded environments for retail and public events, example Sokos: Gloria Fashion Show 2017, 2018, Edu Pro: Studia messut 2018.
- Planned and executed tactical marketing campaigns for Sokos.
- Contributed to new business pitches and client presentations.

- 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.

- 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.

- *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 "Terveydenhuoltoa yksityisesti" 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.*

- NB-Tilipalvelut Oy: Logo, corporate identity, shop exterior.
- TM-company, thesnubber.com: Corporate identity, website, marketing.
- Helsinki, Espoo ja Vantaa Housing: Website design, implementation and maintenance.
- Helsinki Institute for Information Technology: Corporate identity and layout design for research publications.
- Forstrom Oy: Website design, implementation and maintenance.
- Kastor Oy: Website design, implementation and maintenance.
- HideCode Ltd: Logo and corporate identity.
- Si-La tilit Oy: Logo, corporate identity.

- *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.
- *Stone's and Kaarna*: logo, corporate identity, interior design, advertising.
- *Virgin Oil Co*: logo, corporate identity, interior materials, advertising.
- *S-market*: retail furnishing for bakery and fruit & vegetable departments
- *Zetor*: advertising, interior materials, product design.

- Design and implementation of the Helsingin Osuuskauppa website.
- Design and implementation of Postmedia Oy website.

- Corporate identity, retail software packaging, retail space interior design.

- *Product catalogues for RTV Group.*

- Interior materials for McDonald's, logo design proposals for Altia.

University of Art and Design Helsinki
Bachelor of Arts, industrial designer
Helsinki School of Advertising Graphics
advertising graphic designer

Finnish
Native
English
Professional working proficiency
Swedish
Basic working proficiency

- Brand Identity
- Art Direction
- Creative Concepts
- Marketing Campaigns
- Visual Communication
- Exhibition Design
- Spatial Design
- Product Graphics
- Packaging Design
- Presentation Design
- Motion Graphics
- Accessible Publications
- AI-assisted Design
- Production Management

- *Photoshop*
- *Illustrator*
- *InDesign*
- *Animate*
- *After Effects*
- *Premiere*
- *XD*
- *Dimensions*

Google SketchUp

MS Office

AI-tools like Weavy (combination of several tools), Midjourney, ChatGPT, Claude

Ploutu Fennica:
 CEF industrial PC
 First place
 World Wide Annual Package Design Contest:
 Mato - form shifting graphics in retail sell packages
 Second place
 Kiila - snapping pastille package
 Second place

Portfolio
nevakallio.com

