

Jarkko Nevakallio

Brand Design | Art Direction | Industrial Design

I am a Brand Designer and Creative Art Director with more than twenty years of experience in visual identities, graphic design, marketing communications and spatial design. I have worked both in creative agencies and in-house, designing everything from brand identities and presentations to print materials, digital assets and exhibition graphics.

I enjoy hands-on design and taking projects from the first idea to the finished result. I am used to working with printers, production partners, event builders and other specialists, and I care about the details as much as the big picture.

My background in industrial and spatial design is an additional strength. It helps me understand how a brand works not only on screen or on paper, but also in physical environments and events.

Personal information

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nevakallio.com

WORK EXPERIENCE

2019–
2017–2019
2014–2016
2013–2014
2010–2013
2001–
2000–2010
1995–1996
1994–1995
1994
1993

Heku Oy, Creative Art Director | 2019–

- *Brand and visual design for consumer and B2B clients*
- *Designed marketing materials, digital assets, campaigns, presentations and visual identities from concept to production.*
- *Worked directly with clients, printers, production partners and other external specialists.*
- *Developed concepts and materials for new business pitches and client presentations.*
- *Contributed to new business and client acquisition.*



Avidly Oyj, Creative Art Director & Interior Designer | 2017–2019

- *Created visual concepts and marketing campaigns for clients including Pelican Self Storage, Leijona Catering and Adecco.*
- *Designed exhibition stands, event environments and branded spaces for retail and public events.*
- *Planned and executed tactical marketing campaigns for Sokos.*
- *Created client presentations and contributed to new business pitches.*



SOK Media, Creative Art Director & interior designer | 2014–2016

- *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.*

HOK-Elanto liiketoiminta Oy, Art Director & interior designer | 2013–2014

- *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.*

Mehiläinen Oy, Senior Art Director & interior designer | 2010–2013

- *Brand and spatial identity development for medical centres and hospital.*
- *Customer magazine redesigns and digital service design.*
- *Worked with external agencies and internal property management.*



Nevakallio Design, Founder & Designer | 2001–

- *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.*
- *Forsmann 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.*



HOK-Elanto Liiketoiminta Oy, Art Director & interior designer | 2000–2010

- *Brand identities, packaging, marketing materials and spatial design for retail and restaurant brands.*
- *Prisma Oma Leipomo: packaging, logo and product display.*
- *Zetor: advertising, interior materials and product design.*

Advertising agency ADMAN, Webdesigner | 1995-1996

- *Design and implementation of the Helsingin Osuuskauppa website.*
- *Design and implementation of Postmediat Oy website.*



Tietoklusteri Oy - DLC (now part of Elisa),
Graphic Designer & interior designer | 1994–1995

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

Advertising agency Pilot, Art Director assistent | 1994

- *Product catalogues for RTV Group.*

Advertising agency DDB Needham Brandsellers, Art Director assistent

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

Education

Bachelor of Arts, industrial designer
University of Art and Design Helsinki

advertising graphic designer
Helsinki School of Advertising Graphics

Languages

Finnish
Native

English
Professional working proficiency

Swedish
Basic working proficiency

Core competencies

Brand Identity
Graphic Design & Art Direction
Typography & Layout
Presentation Design
Print & Production
Exhibition & Event Graphics
Marketing Campaigns
Visual Communication
Spatial Design
Packaging Design
Motion Graphics
AI-assisted Design

Software

Adobe Creative Cloud
· Photoshop
· Illustrator
· InDesign
· Animate
· After Effects
· Premiere
· XD
· Dimensions

Google SketchUp

MS Office

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

Familiar with digital design workflows and currently expanding Figma skills

Selected Awards

Kaiku radioadvertisment:
Budjettiministeri
Category victory

Plootu 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

