



Annika Viitanen

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References

Tanja Stade
Marketing manager, Kesko Oyj,
Building and technical trade.
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Me

I've been described as cheerful, helpful and above all a professionally skilled person, who grabs any assignment with a smile on a face.

It is my characteristic to work fast and flexible, but without saving the quality of the work.

My technical skills are top-notch and it is my pleasure to keep my skills up to date. Always searching new ways to develop at work in other words.

Work experience

Visual Designer

D11 Helsinki Oy 27.4.2017 - present

Visual Designer at Marketing Agency, primary clients S-Pankki and FIM. Layout designing digital marketing materials such as web banners, outdoor ads etc. Layout designing print production materials such as magazine ads, flyers etc. Logo designing - illustrations. Animations (banners, infoscreens etc.) and video editing included.

Freelance-Marketing designer

Kesko Oyj, Building and technical trade 2.6.2014 - 24.4.2017

Working as a marketing designer at Kesko, my task is to layout design marketing materials for both companys retail chain stores K-rauta and Rautia. Everything between from newspaper advertising to inclusive catalogs and marketing materials for websites and social media use as well.

Graphic Designer

Haave Oy 12.12.2011 - 17.11.2013

I worked as a Graphic Designer at software development company and to my duties included designing layouts for mobile apps and websites. I was also responsible of the layout design of approximately 40 pages journal which was published four times per year.

DTP

Digital Media Partners Oy - DMP 29.11.2010 - 30.6.2011

As a DTP (Desktop publisher) my daily tasks were to layout design and finalize layouts for print. I made several different kind of marketing materials like brochures, posters, advertisements etc. Customers were from individuals to large companies like Yves Rocher, Nokian renkaat and Sinebrykoff.

Layout Designer

Alma Media Oy - Iltalehti 1.6.2010 - 30.8.2010

In two shift work, layout designing news and entertainment pages of a newspaper published on a daily basis.

Press assistant

Tekniseri Oy 30.6.2008 - 8.8.2008

Working as a Press assistant at silk screen company my tasks were to maintain printing equipments and tools. Lamination of the final products and packaging them.

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Skills

ICT skills

Adobe publishing softwares:
Photoshop, InDesign, Illustrator,
Acrobat, Adobe Premiere, Adobe
After Effects

Microsoft Office: Word, Excel,
Powerpoint, Outlook

Other: Freehand, Visual Studio,
FTP clients, Cloud services,
InVision.

Programming skills

CSS and HTML5 coding are my
strongest area of expertise.
Bootstrap framework native.
I've also done some website
maintaining programming
using PHP. Understanding on
jQuery, Javascript and Java.

Language

Finnish	Native
English	Good
Swedish	Satisfactory

Notable clients

K-Rauta and Rautia, S-Pankki,
Yves Rocher, Nokian Renkaat,
Kirkon Alaty, Neste Oil,
Sinebrykoff.

Education

Bachelor of Business Administration. Information and communication technology

Haaga-Helia University of Applied Sciences 2014 - 2016

The training includes IT- technology in general, IT-project management courses, advanced studies in selected orientation (digital marketing and SME IT expert studies), business related courses like entrepreneurship oriented courses.

Printing assistant, Study programme in Layout Design

Helsinki City College of Technology 2007 - 2010

Specialized in the production of printing graphic design. I received extensive training in Adobe's publishing systems and I made a number of printed products from beginning to end - designed and printed final product by using digital printing or offset printing.

I was awarded with scholarships in 2008 and 2009.

Art oriented school's

Aleksis Kiven peruskoulu (Primary school) 1998 - 2007
Classes 7 - 9 art oriented

Helsinki City Art School 1995 - 2009
2 h/Week

Preparatory course 1995-1998

Basics 1 2000-2001

Basics 2 2001-2004

Painting (spring season) 2003

Painting (fall season) 2003

Advanced studies: Drawing & Painting 2004 - 2007

Advanced studies: Drawing & Painting, final year project
2007- 2008

Advanced studies: Drawing & Painting, year follow up,
independent works 2008-2009

Exhibitions: The Cable Factory 2009, Laterna Magica 2008,
Harjun nuorisotalo 2007, Vuotalo 2006, Kaisaniemi Botanic Garden 2006,
Richardinkatu library 2005, Sanomatalo 2004, Stoa 2003

Hobbies

Traveling aboard and home as much as possible.

Diehard movie enthusiast. Once I went to the movie theater 10 times in 1 week and usually you'll find me from the various film festivals held in Helsinki area.

I've been "Photoshopping" since I got my first Photoshop software when I was 12 years old. Started to learn HTML/CSS coding around the same time.

Collecting

Passionate collector of vinyl records and proud owner of over 700 vinyls.