

K A I S A K E T T U N E N

WWW.KAISAKETTUNEN.ALTERVISTA.ORG

work experience

MULTI-DISCIPLINARY DESIGN *freelance / Jul 2018 - present*

I have illustrated various minor publications as well as social media content for brands, organisations and student societies. I utilise a broad range of techniques from sketching by hand to 2D animation.

As a brand identity designer I have been able to work closely with my clients in order to dive deep into the brands' core messages and values. I have crafted holistic branding guidelines followed by logos, pamphlets as well as other branded materials in both print and digital formats.

MARKETING

Everon (technology) / Apr 2021 - present

I manage the healthtech company's communication and marketing in Finland. In addition to helping the sales team with promotional material, I lead long-term projects such as website, visual brand identity, consistent document template development. I hold in great value the opportunity to unify and enhance both the internal and external brand communication across the multinational company.

BRANDING & COMMUNICATION (INTERNSHIP)

Lowie (fashion) / Feb - Apr 2019

I worked alongside the fashion brand's creative director, creating updated brand materials such as hang tags and online content all while learning how a small business is run. I had the opportunity to design prints for an upcoming collection. I carried out the role of studio assistant taking care of online orders.

SALES ASSISTANT & STYLIST

Arket (fashion) / Jul 2019 - Jul 2020

Ollie Quinn (optician's) / Jun 2018 - Feb 2019

While my main duties working in retail (fashion and optician's) included helping customers and keeping the shops tidy, I actively branched out to learn more and take part in marketing campaigns and visual merchandising alongside the creative team.

MEDIA & COMMUNICATION (INTERNSHIP)

YLE (broadcasting) / Jun 2014

At the Finnish Broadcasting Company, I followed YleX radio channel's teams closely for four weeks. During these weeks I took part in hosting multiple radio shows, wrote and photographed articles for the radio channel's online platform, and carried out reports and surveys.

skills

FINNISH
ENGLISH
SWEDISH

native
full working proficiency
satisfactory

MS OFFICE

Word, PowerPoint, Excel, Outlook

ADOBE

InDesign, Illustrator, Photoshop, Lightroom, XD, Dreamweaver, Premiere Pro, After Effects

ACA

(Adobe Certified Associate)
InDesign & Illustrator

CINEMA 4D

3D design

CODE

HTML, CSS

ONLINE

Wordpress, LinkedIn, Facebook, Pinterest, YouTube, Vimeo, Behance

education and extracurriculars

UNIVERSITY OF THE ARTS LONDON

2017 - 2020 / United Kingdom

BA (Hons) Creative Direction for Fashion

First Class Honours

On my final year I focussed on brand storytelling. My dissertation Fashion Film: Art or Advertisement? as well as my degree project consisting of an illustrated book and an interactive website explore the different aspects brand communication authenticity.

treasurer and marketing, UAL Equestrian Club, 2019-2020

student ambassador, Arts Student Union, 2019-2020

editor and illustrator, Unsettled Magazine, 2017-2018

TIKKURILA UPPER SECONDARY

2013 - 2017 / Finland

Baccalaurate

On the media pathway I completed over twenty media and communication courses. Additionally I received the visual art diploma with the highest mark.

editor-in-chief, Häly magazine, 2013-2017

treasurer, student body government, 2015-2016

head of costume design, Kultatähti musical, 2015-2016