

Janne Itäpiiri

CREATIVE

Helsinki, Finland

Experience: 15 years being Art Director, Graphic Designer, illustrator.

itapiiri@gmail.com

+358408610851 mobile

Worked with: Folk, TBWA / Integer, Deasign, DDB / DDB Tribal, W.Steinmann / Steinmann Klinik. - diverse clients and diverse media, both conventional & digital

Attitude: Motivated, social, passionate about ideas, good with graphic design and illustration.

Utility: Can use most programs needed for the job. Can organize workflow structures and help other in own competence areas Understands current webdesgin, knows trends

Language skill: Finnish native, exellent english, understands swedish, knows some german and dutch

Past Clients: McDonalds, Fiskars, iittala, Arabia, Red Bull, Mars, Olvi, Ingman ja Tikkurila, Ruukki, Metropolia, Forum, Karhu, Berner, NorthForce, Grandiosa, Watson, Tele Finland, NorthForce

Recommendations: Tommy Mäkinen (Folk) Tommi Laiho (Folk) Sarita Saloheimo (Folk/Funck) Simon Robson (TBWA, Client Service Director) Henri Valtteri (TBWA, Strategist, Account Director) Martin Mohr (TBWA, Creative Director) Nina Kaskinen (TBWA, Project leader)

Experience

Art Director / Concept Designer

Helsinki, Finland
Sep 2013 - Apr 2014

Folk

Marketing concepts, graphic design and illustration.
Also marketing promotions with digital concepts.

Clients and cases here were: NorthForce, Grandiosa, Watson, Tele Finland, Novita, Makuuni

Also worked with Funck, the research unit of Folk with several cases of product development (packaging, product type, marketing)

This is a wonderful office and I will continue collaboration with them when possible.

Art Director

Helsinki
Oct 2011 - Jun 2013

TBWA \ Integer

Brand design, marketing concepts, graphic design and illustration, marketing promotions with digital concepts, product launches, gamification for varied clients.

Clients: Kraft Foods (Mondelez): Milka (launch to finland), TUC, Marabou, Daim (cross promotions, events) | Fiskars (brand promise, various campaigns, packaging design) | iittala & Arabia (POS conceiving and digital solutions) | Valio (dairy products), Koff (beverages, beer), etc

Digital Art Director

Helsinki, Finland
Aug 2011 - Oct 2011

Deasign

Brief visit to this nice digital agency

Graphic Designer

Helsinki, Finland
Apr 2006 - Aug 2011

DDB Helsinki / DDB Tribal

Graphic design for McDonalds finland, Tikkurila paints and Olvi (beverages, beer)

Graphic Designer

Helsinki, Finland
May 2001 - Jun 2006

Steinmann Klinik

R.I.P. Steinmann Klinik (previously known as Master Partnership Helsinki) changed ownership 2006 and changed it's name to W.Steinmann. It also changed staff and client profiles.

Steinmann Klinik had clients like Copterline, Hartwall, Zed, Karhu, Berner, OBH Nordica, Philip Morris, St1, SEB Life, Lombard, eQ-bank, Red Bull, Pepsi, Novo Nordisk, Coca Cola, Finnkino, Greeni

Education

Graphic Designer

Helsinki, Finland
May 1998 - Dec 2001

Markkinointi-instituutti

3 year course in graphic design and advertising

Web Designer

Helsinki, Finland
Jan 2010 - 2011

AEL

Lapinlahti School of art

Basic studies in conventional art

Lapinlahti (Iisalmi), Finland
Nov 1995 - Dec 1996

Photography
Painting
Sculpting
Drawing
Art history
Colour

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