

# Anu Niiranen

Creative // AD // Graphic Designer

October 2016

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## Contact

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+358 50 5307807

## Date of Birth

12.8.1982

## Nationality

Finnish

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## EXPERIENCE

2012 –

### Freelance Designer

Clients include among others City of Helsinki, Orion, Martat, Agit Cirk, Silence festival, Cross-art collective Piste, Kuningas Roi, Value Motive, Garam Monastrell organic wine, Mapita and Common responsibility.

2014 – 2015

### In-house Graphic Designer, World Vision Finland

Developing brand image, fundraising campaigns, online and offline marketing, developing digital services (including funnels and gift shop).

2012 – 2014

### In-house Graphic Designer, Graphic Concrete

Developing a global brand, online and offline marketing including content production, creating and developing digital services and product development.

2008 – 2011

### AD, Mainostoimisto Hinku, Helsinki

Creating concepts and visuals for multimedia campaigns, digital services, visual identities, fair stands and brands, project and account managing, creating new business.

2008

### Graphic Designer, UHC (Ultimate Holding Company), Manchester, UK

2006 – 2008

### Freelance Designer, UK

2006

### Graphic Designer, Mainostoimisto Hinku, Helsinki

2003 – 2005

### AD Assistant (part time), Mainostoimisto Hinku, Helsinki

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## EDUCATION

Master of Arts in Graphic Design, University of Central Lancashire, UK

Bachelor of Arts in Graphic Design Savonia University of Applied Sciences, Kuopio Academy of Design

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## Courses

RYT200 Yoga Teacher Training, finishing in June 2017

## Publications

Featured in Creative Review  
8/2008

## Skills

Graphic design, art direction, concept design, visual communication, marketing communication, advertising, visual identity, brand development, layout, typography, web design