

MARJALEENA PIHLFLYCKT

Graphic Designer



EXPERIENCE



Graphic Designer

Taloustutkimus

2022 – present

- Responsible for the visual identity of the company.
- Developed a cohesive visual identity from scratch, including the creation of a graphic style guide. Resulted in clearer and more efficient ways to present materials, positively impacting the brand's image.
- Successfully launched and managed the company's Instagram account, including content creation, campaign ideation, execution, and monitoring. Achieved 1,000 followers within the first three months without paid advertising.
- Produced communication and marketing materials for digital and print media, designed and implemented website updates, and created visual identities for various research projects, including Brändien arvostus.

Graphic Designer

Työterveyslaitos

2021 – 2022

- Designed the visual identity for an event in accordance with the company's branding guidelines.
- Updated infographics to adhere to the new graphic guidelines during the company's website redesign. Streamlined the infographics for better clarity and accessibility, making them suitable for various materials.
- Additional responsibilities included creating Instagram posts and planning campaigns, ensured document accessibility, designing brochures and publications, and producing communication and marketing materials for digital and print media.

Graphic and Web Designer Freelancer

2019 – present

- Provided consultancy services for a marketing agency's e-commerce project, designed and developed websites, created marketing materials following brand guidelines, and devised and executed social media campaigns (LinkedIn, Facebook, Instagram, Twitter).
- Designed and developed websites and an e-commerce platform for a small well-being company, created visual identities, and produced communication and marketing materials for digital and print media.

Graphic Design Intern

HeyDay Pro - b2b marketing

2019

- Designed the visual identity for a well-being company, developed website components using HTML/CSS, and created marketing materials.
- Developed marketing materials for a new artificial intelligence concept.
- Designed graphics for consumer packaging.

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EDUCATION



Bachelor of Culture and Arts

Oulu University of Applied sciences

2018 – 2022

Degree Programme in Communication, Option of Visual Communication

SKILLS



Graphic design and branding:

Adobe Creative Cloud, Figma, Canva

Web & UI Design:

WordPress, LianaCMS, Drupal, HTML, CSS, JavaScript

Marketing & Social Media:

Meta Business Suite, SEO optimization

Video, Animation, 3D & AR:

Premiere Pro, After Effects, Blender, Cinema 4D, Zappar, Arilyn

Office communication:

Microsoft Office, Google Workspace, Slack, Zoom, Mattermost