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Dear Kolo Studio team,

Writing a thesis on typographic systems in Nordic food packaging while designing a micro-roastery's first retail line made one thing clear: packaging that succeeds on a crowded shelf relies on absolute typographic discipline and an understanding of what people actually reach for.

Having designed retail packaging now sitting in 12 stores for a local roastery and the full brand identity for café Kortteli, my recent work sits directly at the intersection of Kolo's core focus in food and coffee branding. During my internship at Mainostoimisto Pohjoinen, I developed over 200 production-ready print and social assets under senior art direction while winning the internal pitch for a city-wide festival campaign. My studies at TAMK and exchange semester at KABK gave me a rigorous foundation in grid systems and layout, but my freelance projects taught me how to translate those design systems into physical, real-world touchpoints.

I want to bring that combination of typographic precision and practical execution to Kolo's client work, whether that means building out secondary identity assets, refining dielines, or pitching ideas in Friday critiques.

Kind regards,
Aino Rantanen