

aino rantanen

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PROFILE

Fresh design graduate with a typography-first portfolio, two real client projects from freelance work, and strong opinions about supermarket packaging. Looking for a studio where craft matters and juniors actually get to touch the work.

EXPERIENCE

Freelance Designer

Self-employed

2024 — Present

- Designed the full visual identity for Tampere-based café Kortteli (logo, menus, signage, social templates) — foot traffic up enough that they hired me twice more
- Created packaging concept for a local micro-roastery's first retail line, now on shelves in 12 stores

Design Intern

Mainostoimisto Pohjoinen

Summer 2024

- Supported three client identity projects; produced 200+ social and print assets under senior art direction
- Won the internal pitch for a festival poster concept — my design ran city-wide

EDUCATION

B.A. Graphic Design

Tampere University of Applied Sciences

2022 — 2026

Thesis: typographic systems in Nordic food packaging; exchange semester at KABK, The Hague

SKILLS

Design: Brand identity, typography, packaging, editorial layout, illustration (basics)

Tools: Figma, Illustrator, InDesign, Photoshop, After Effects (basics)

Languages: Finnish (native), English (fluent), Swedish (basics)