



# Sanna Kemi

Graphic Designer | Visual Designer

## Curriculum Vitae

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### About me

I am a trained graphic designer, holding a Bachelor of Art and Design degree (specializing in graphic design) from Metropolia university of applied sciences. I feel right at home working in the visual field and confident in my talent. I possess a keen visual eye and have strong skills with layout and composition.

### Education

Metropolia University of Applied Sciences  
- **Bachelor of Art and Design**  
Major in graphic design

Helsinki Art High School  
- **A levels / Matriculation**

### Software skills

- Adobe Creative Suite:  
Ai, Id, Ps, Xd, Ae, Dn
- Microsoft Office:  
PP, Word, SharePoint,  
Outlook, Teams, Excel,  
ClipChamp
- Wordpress
- HubSpot marketing tools
- Salesforce Marketing Cloud
- Lianamailer

### Languages

Finnish - native  
English - excellent  
Swedish - moderate  
German -basics

### My expertise

My strongest know-how and most extensive experience lie with the Adobe Creative Suite—specifically with Illustrator, InDesign, Photoshop, plus After Effects, XD, Lightroom and Dimension. My skills include administrating an Wordpress-based websites and social media updates. Additionally, I have worked with tools such as HubSpot (design and marketing features), Liana-Mailer and Salesforce Marketing Cloud. I also have a basic skills in CSS coding, as well as experience in people-, product- and event photography. Furthermore, I am proficient with Microsoft Office tools, Trello, and Slack. I have some experience with video editing and can create simple animations using After Effects.

My core areas of expertise include illustration and layouts, image editing, and information visualization—such as product identities, brochures, and infographics. I am capable of maintaining brand identity across the board, from overall visual style and graphic guidelines to branded corporate gifts. In addition to maintaining WordPress-based websites I can also create individual landing page- and email marketing templates on various platforms.

### Work history - From current role to the oldest

- |              |                                                                                                                                                                                                                                                                                                               |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 year 9 mo  | <b>Europress Group Oy</b> - Digital Marketing Designer<br><i>Internal and external communication, visual design for marketing, product and event photography, product image editing, website maintenance, product brochures and manuals, digital marketing, and social media account management.</i>          |
| 3 years      | <b>Dream Broker Oy</b> - Visual Designer<br><i>Internal and external communication, promotional gifts and branded collateral, brand identity and its maintenance, visual design for marketing, sales presentation templates, brochures and other layouts, social media channels.</i>                          |
| 2 years 7 mo | <b>Playvation Ltd.</b> - Content Editor<br><i>Assembling the educational game on the Unity platform; producing and editing game-related illustrative elements; creating marketing materials for social media channels, instructions, and other assets; and maintaining and developing the brand identity.</i> |
| 5 years      | <b>SOL Service Solutions</b> - Posti Group   VDL Sorting                                                                                                                                                                                                                                                      |
| 7 months     | <b>Valovirta Design</b> - Graph. design trainee/illustrator                                                                                                                                                                                                                                                   |
| 7 months     | <b>Jakelujuniorit</b> - Distributor, local newspaper                                                                                                                                                                                                                                                          |