

Skills

Concept design, sales, management, strategy, art direction,
UI, UX, illustration, copywriting, graphic design,
motion design, 3D-modeling, animation

Education

3D visualization and animation / Metropolia UAS
WebDesigner / AEL
School of Graphic design / Marketing Institute
Professional Qualification for Advertising / Marketing Institute
School of Arts / Lapinlahti



JANNE ITÄPIIRI

Creative Director, concept designer, art director,
graphic designer, illustrator, 3D-artist, animator

I invent stories for XR. More precisely I write them so that those stories can be produced in Virtual or Augmented realities. The task involves making sure the client and the team see what they need to see, which is why I often illustrate the concepts as well as write them. To make the stories come true it is necessary to understand the cost of production, the time it takes to make something in 3D, animate it, light it, make a comprehensive UI for it and make the experience feel like something for the user.

My past experiences as an Art Director and a Graphic Designer in the field of marketing have given me insights to how people experience short messages and stories, how companies want to portray themselves and how large production teams work together to make beautiful visual tales.

Work History

Zoan – Creative Director, Concept designer Sept. 2017 →

Clients: Stora Enso, Otavamedia, National Museum of Finland, City of Helsinki, Business Finland, Finnair, YLE, Visit Finland, Etera, Silja-Tallink, Arla, Hartwall, SSP, Moomin Characters, Elisa, Helsinki Biennale, Heureka Science Museum, ...

Aitokaiku Oy 2015 - 2017 (Startup, Chief Design Officer, UI/UX)

The Aitokaiku concept technology idea was to produce royalty free reactive music from smart devices for the use of musicians, individual people or businesses. Because of the instant way the music was created by the AI the person or company who first produced the unique piece on their device would also own the rights to the music.

Folk / Funck (2013-2014), Art Director, Concept designer

Advertising and concept design based on marketing research for companies such as: **Atria, NorthForce, Makuuni / Watson, Felix Abba (Grandiosa), Helsinki Missio**, as well as graphic design and illustration for **Tele Finland, Finnkino, Finnmatkat, Lidl**.

TBWA / Integer (2011-2013), Art Director

Brand design, marketing strategy, promotion and concept design, R&D, graphic design, copywriting, and illustrations. **Clients: Kraft Foods, Fiskars, Iittala & Arabia, Adidas, Danone, Altia, Koff, Valio, Veikkaus, Expert**

DDB & DDB Tribal (2006-2011), Graphic Designer

Graphic design, campaign design. **Clients: McDonald's, Olvi, Specsavers, Ingman, Tikkurila, Mars, Meira, Shell, Pfizer, Bayer, Sonera, Nordea, Isku, Itella, Fennia, Esso, Rautia, Nanso, Kärkimedia, Grafia, Tammi.**

Steinmann Klinik (2000-2006), Graphic Designer / Graphic Design, production, illustration. **Clients:**

St1, Karhu, Berner, Copterline, Sonera Zed, Red Bull, eQPankki, SEB Life, Hartwall OBH Nordica, Philip Morris, Lombard, eQ-bank, Hartwa Trade, Pepsi, Image, Novo Nordisk, Coca-Cola, Finnkino, Greeni, PepsiCo.

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