



## about me

I'm an experienced visual designer with a strong foundation in graphic design, illustration, and user interface design. My work always centers around user experience and visual quality, and I aim to create things that not only work well but also feel intentional and well-crafted.

I'm comfortable moving between different areas of design: creating brand identities, designing logos and typography, doing layout work, building prototypes, and expanding design systems. I illustrate both by hand and digitally, and can easily adapt my style to suit each project's needs. Tools like Figma and Adobe CC are part of my daily workflow, and I work quickly without compromising on detail.

I've often been told that I produce visually polished, ready-to-use results fast. I'm most excited about projects where I can combine creative thinking with hands-on execution, and I enjoy working in teams where ideas are shared and developed together.

# pinja ahonen

Riihimäki / Helsinki  
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Graphic designer

UI & UX designer

Illustrator

## skills

Figma

Miro

Trello

Adobe Creative Cloud

> Illustrator

> Photoshop

> InDesign

## Languages

Finnish | English | HTML + CSS

## expertise

Designing **marketing materials** for both web and print

Creating **user interfaces** for web services and mobile applications

Developing **prototypes and wireframes**

Developing **brand identities** and **ensuring visual consistency**

Ideating and executing **visual concepts for marketing campaigns**

Producing **illustrations**, both by hand and digitally

# education

## DIGITAL DESIGN

Bachelor of Culture and Arts  
Metropolia University of  
Applied Sciences, 2023

## AUDIOVISUAL COMMUNICATIONS

Media-assistant  
Hyria Vocational College, 2014

In addition, I've complemented my skills through **various online courses in graphic design**, as well as high-quality trainings at Reaktor on topics like **teamwork, leadership, and facilitation**.

Most recently, I completed the **Interaction Design Academy**, which deepened my skills in **prototyping, showcasing my ideas and designs, understanding design patterns, and conducting user interviews**.



# work experience

2022 – 2025

## Visual Designer Reaktor Innovations Oy

At Reaktor, I worked as a Visual Designer on a diverse range of projects, where I combined strong visual design and illustration skills with a user-centered approach:

- **Moomin Characters** – I was responsible for the visual design of a campaign site, crafting a visually engaging experience that was both playful and on-brand. I led the visual direction of the site, created an intuitive user interface, and collaborated closely with both the client and developers to ensure smooth implementation.
- **Kesko** – I worked on a critical in-store picking tool for store employees, which they use to prepare customers' online orders for pickup. My role included conducting user research and usability testing, designing user interfaces and flows, and creating completely new features and views for the application. I worked actively in close collaboration with the client, developers, and stakeholders to ensure the tool was intuitive and efficient.
- **Terveystalo** – As a visual designer, I contributed to the design of the digital clinic service, which enables doctors and patients to schedule and conduct remote appointments. My focus was on creating an interface that was visually appealing and user-friendly for both patients and healthcare professionals.

In all of these projects, I took ownership of the visual direction, adapted quickly to new challenges, and ensured that the final designs felt both polished and purposeful. I thrive in collaborative environments and enjoy connecting visual design with real user needs.

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2021

## Team Lead, Visual Designer Notio Design

Led a small team to refresh the visual identity and redesign the website for a mental health service provider. Designed a welcoming, clear digital presence that made services easier to understand and use. Developed a new logo, visual guidelines, and user-friendly website interface.

# where to find me

## Call me

+358 400 343 042

## Email

pinja.ahonen at gmail.com

## Visit my portfolio

pinjakolada.com

## LinkedIn

Pinja Ahonen

## Instagram

@pinjakolada.creates

# call my references

## Minna Kaitala

Vice President, Reaktor  
+358 40 358 0091

## Elisa Konttinen

Creative Director, Reaktor  
+358 40 503 9700

## Mari Halla-aho

Senior Designer, Reaktor  
+358 44 576 2487

# work experience

2021

## Illustrator

STTK ry - monikulttuurinen.fi

Created linework-style illustrations for a multicultural theme website, bringing visual diversity and warmth to the site's storytelling.

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2021

## Visual Designer

Kaivo Media

Illustrated a series of images for a documentary film treatment, capturing complex themes with sensitive and engaging visuals.

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2021

## Visual Designer

Valovirta

As a freelancer, worked on multiple website projects and tackled diverse design challenges. Contributed to a full redesign of Valovirta's own website, focusing on clarity, functionality, and visual style.

