



# Caro Lassheikki

Carolina Ida Maria Lassheikki, born 28.9.1994  
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## Things I enjoy

Dancing, jogging, cooking without a recipe, baking with a recipe, hiking, dressmaking, red wine and craft beer, being a plant mom and cottage weekends with friends.

- **2020 Graphic Designer & Creative, Pistesarjat Oy**  
My current position includes marketing strategy, visual communication, campaign planning, translation work (FI-SE-EN) and proof reading. 60% part-time on my request since Jan 2020 in order to enable other ontakings.  
*September 2018 - present, >2 years*
- **2020 Business Relations Manager, Teknologföreningen**  
In this role I am both creating marketing material, maintaining collaborative relationships, and coaching others who have active roles in the association. The Business Manager is a member of the board at TF.  
*January - December 2020, 1 year*
- **2019 Chairperson, student orchestra Humpsvakar**  
This role included communication tasks, customer relations management, representation and group travel planning.  
*January - December 2019, 1 year*
- **2017 Graphic Design Trainee, Mirum Agency Oy**  
My assignments as an intern included package design, illustrations, advertisements, banners and presentations for multiple clients and across different teams.  
*May - November 2017, 6 months*
- **2016 Graphic Designer, Elevbladet**  
Visual direction and layouting for the member magazine of FSS rf, comparable to Suomen Lukiolaisten Liitto.  
*August 2014 - May 2016, 2 years*
- **2015 Chairperson, Nuoret Designerit NuDe ry**  
Leadership role in a board with eight members.  
*January - December 2015, 1 year*

<b>Photoshop</b>	██████████	Like my own pockets
<b>InDesign</b>	██████████	Through and through
<b>Illustrator</b>	██████████	Very well
<b>Premiere</b>	██████████	Pretty decent
<b>Bridge</b>	██████████	I'll catch up if needed!

<b>Word</b>	██████████	Yup, yup and yup
<b>Powerpoint</b>	██████████	Need tips?

<b>Fin &amp; Eng</b>	██████████	Professional proficiency
<b>Swedish</b>	██████████	Native language

**2018 Bachelor of Arts, Aalto University**  
Design programme with product & concept design, industrial design and service design. Media minor consisting of graphic design, storytelling, photography and video production. Bachelor's thesis focused on rationalising visual communication design.

**2014 Visual Merchandiser, Fortbildningscentrum Prakticum**  
Vocational degree with focus on display & campaign production and consumer behavior. The education included two trainee periods, which I spent at IKEA Vantaa and Ständi Oy.

**2013 Graduate, Tölö specialiseringsgymnasium**  
Arts programme with the Finnish Matriculation Examination. Elective courses on e.g. illustration, video production, design. Diploma work based on body positivity and nude photography.