



Mihkel
ALATALO

Almost 30 years of experience in graphic design.

My Experience includes various graphic design jobs such as: advertising design, print design, illustration, animation, corporate identity, packaging layout design, UI/UX design, website creation and administration.

Over the years, I have worked in the following positions: Planner, Production AD, Senior UI / UX Designer, Visual Designer, Art Director, Vice President of Technology.

Skills & Endorsements:

- » UI/UX design
 - » Frontend
 - » Art Director
 - » Graphic design
 - » Publishing
 - » 2D Animation
- Photoshop
 - Illustrator
 - InDesign
 - Animate
 - Lightroom
 - Premiere Rush
 - Media Encoder
 - Acrobat DC
 - CorelDraw
- XD
 - Figma
 - CSS
 - HTML5
 - JS
 - GitHub
 - VSCode
 - SEO
- Bootstrap
 - Bootstrap Studio
 - WordPress
 - WP eCommerce
 - WP Theme Development
- Character Animation
 - Toon Boom Animation
 - Fresco
 - Callipeg
 - Procreate

Extended description:

UI/UX design a line of software systems for optimal planning that consistently covers the main production processes of a forestry enterprise from forest management and logging to shipment of finished goods. UI/UX design of application interfaces for such government agencies. UI/UX design of dashboard for a manufacturing company.

Project Management and UI/UX design of several Internet projects, one of them is the creation of a network of regional news sites.

Frontend Sites Using Technologies: CSS, HTML5, Bootstrap, Tilda, etc.

Create, configure, optimization, SEO and administration of Blog sites, Online stores and Booking services based on **WordPress** and E-Commerce.

Art Director & Creation of Design layouts and layout of dozens magazines and newspapers. Also, the creation of many books, booklets, brochures, packaging, souvenirs, etc. Creation of countless advertising layouts for the Internet, print and outdoor advertising.

Creating **illustrations** for books, magazines, newspapers and advertising.

Creating a series of 14 **Animations** for one of the Internet projects.



Languages:

- Russian (mother tongue)
- Finnish (good)
- English (moderate)

Hobbies:

- Drawing
- Mosaic
- Stained glass

Experience:

OOO Gubernia

Vice President Of Technology

Okt 2013 – Present
Petrozavodsk, Karelia, Russia

Project Management and UI/UX design of several Internet projects, one of them is the creation of a network of regional news sites in North-West Russia. Graphic design and layout of periodicals.

- **Daily.ru** (Russian infotainment site on Wordpress) – project Management and administration. The maximum number of users per day is 900,000. The average number of users per day is 70,000.
- **Runaruna.ru** (Karelian socio-political site) – project Management, ui/ux design and administration. The maximum number of users per day is 100,000. The average number of users per day is 20,000.
- **Rep.ru** (Russian infotainment site) – project Management, ui/ux design and administration. The maximum number of users per day is 500,000. The average number of users per day is 10,000.

OptiSoft

UI/UX designer

Dec 2018 – Dec 2020
Petrozavodsk, Karelia, Russia

UI/UX design a line of software systems for optimal planning that consistently covers the main production processes of a forestry enterprise from forest management and logging to shipment of finished goods.

Go to Karelia

Wordpress Developer

Freelance
Jun 2020 – Jan 2021 (8 mos)
Petrozavodsk, Karelia, Russia

Development of a Wordpress website <https://edemvkarjala.ru/> on the Traveler theme for a travel company. Creating a multisite mode. Connecting the payment system to the bank and the tax service. Updating the appearance of pages and sections. Revision of the logic of calculating the cost of tours and rentals. Creating a multilingual environment. Correction of a lot of theme errors. Training of managers to work on the site.

Vector Kazakhstan

Wordpress Developer

Freelance
Mar 2019 – May 2019 (3 mos)
Almaty, Kazakhstan

Development of a Wordpress website <https://vector-kaz.kz/> for the sale of trailers. Connecting the payment system. Updating the appearance of pages and sections. Revision of the logic of calculating the cost. Correction of errors. Training of managers to work on the site.

Information Agency “Republic of Karelia”

Head of Internet Projects

Okt 2008 – Nov 2012 (4 yrs 2 mos)
Petrozavodsk, Karelia, Russia

Design and administration of the information and political site “Respublika” <https://rk.karelia.ru/>
Design and layout printing products.

OOO Svetovaja Reklama

Graphic Designer

Okt 2007 – Aug 2008 (11 mos)
Petrozavodsk, Karelia, Russia

Layout printing products and outdoor advertising.

Experience:

OOO Modern Plus

Graphic Designer

Aug 2003 – Sep 2007 (4 yrs 2 mos)
Petrozavodsk, Karelia, Russia

Design and administration of the informational-political site “Stolica na Onego” stolicaonego.ru. Create a series of 14 animations. Design and layout printing products.

TOO KB Proekt

Graphic Designer

Dec 2002 – Jul 2003 (8 mos)
Petrozavodsk, Karelia, Russia

Layout printing products and outdoor advertising.

Publishing “Guberniya”

Art Director

Jun 1997 – Oct 2002 (5 yrs 5 mos)
Petrozavodsk, Karelia, Russia

Design and layout of periodicals:

- **“Stolica”** – weekly (24 pages), information and entertainment newspaper of the Republic of Karelia
- **“Gubernia”** – weekly (24 pages), the largest socio-political newspaper of the Republic of Karelia
- **“Reporter”** – daily (8 pages), information-political newspaper of the Republic of Karelia
- **“Gubernia-Express”** weekly (4 pages), a free, advertising application for the newspaper “Gubernia”
- **“Onega”** – weekly (4 pages), newspaper of the Onega Tractor Plant
- **“Teenager”** – weekly (4 pages), youth newspaper

Also my responsibilities include the layout of advertising in these publications.

TOO FineLine

Graphic Designer

Dec 1996 – Jun 1997 (7 mos)
Petrozavodsk, Karelia, Russia

“Fine line” is an advertising and publishing company. My duties included the layout of periodicals:

- **“VSE”** (“Bcë”) is a weekly (32-page) advertising newspaper of non-stateless announcements, while the largest such newspaper in the Republic of Karelia.
- **“Ladoga”** – a weekly (4-page) regional newspaper.

Also layout: business cards, brochures, catalogs, labels, flyers, booklets and books.

Publishing “Periodicals”

Maker-up designer

Sep 1996 – Nov 1996 (3 mos)
Petrozavodsk, Karelia, Russia

The layout of the magazine in Finnish “Carelia” <https://carelia-lehti.ru/>

Petrozavodsk State University (PetrSU)

Graphic Designer

Oct 1995 – Feb 1996 (5 mos)
Petrozavodsk, Karelia, Russia

The beginning of the preparation of the electronic version of Dostoevsky’s Gospel under the direction of V. Zakharov, dean of the Faculty of Philology, which included the creation of the Tobolsk font based on the original Gospel headset of the time.

Experience:

Mediapaja
Graphic Designer

Oct 1994 – Apr 1995 (7 mos)
Vantaa, Finland

Layout of advertisements, booklets, posters, etc. Layout of my first book (Pertti Kemppinen, 72 sheets).

Aleksanterin teatteri
Järjestelyapulainen

Oct 1993 – Apr 1994 (7 mos)
Helsinki, Finland

My responsibilities included: a guide-translator of arriving troupes from Russia, a guide in the negotiations, search and translation of the history of the theater until 1923, and a stage worker.

Keskilaakso OY
Graphic Designer

Jun 1993 – Sep 1993 (4 mos)
Inkeroinen, Finland

"Rajalehti – По обе стороны" – a free advertising and information newspaper in Russian and Finnish for traversing the Russian-Finnish border. Creation of a logo of style and also the name of the newspaper. Layout of the first number.

Finnforest
Worker

Nov 1990 – May 1991 (7 mos)
Punkaharju, Finland

Education:

Kymenlaakson opisto

Graafinen suunnittelu
1992 – 1993

Itä-Karjalan Kansanopisto

Suomen kielen ja kulttuurin linja
1990 – 1991

