



Elina Maarit Mitrinen

Portfolio



Hi there!

My name is Elina and I am a visual designer specialised in textile, surface and pattern design. This is my portfolio, where I present selected work from my career as a designer.

My first job working as a designer after finishing my masters degree was at Kesko, Anttila Oy. At Kesko I worked as a designer for one of the house brands, Pirta, designing mainly home textiles for K-citymarket, Anttila and Kodin 1.

My job included for example creating seasonal trends and colour charts based on megatrends, designing patterns and coordinating collections for home textiles.

This portfolio will present work from my career, starting from Kesko.

I hope you enjoy it!

Love,

Elina

Spring/Summer 2013
Kesko, Pirta house brand

Awakening

Spring/Summer 2013

TCX 14-6340 Spring Bouquet 7479 C

TCX 12-0752 Buttercup 106 C

TCX 15-1239 Canteloupe 1625 C

TCX 17-1755 Paradise Pink 191 C

TCX 16-1546 Living Coral 178 C

TCX 13-1026 Creampuff 712 C

TCX 17-3934 Persian Jewel 7456 C

TCX 16-4535 Blue Atoll 306 C

TCX 17-4540 Hawaiian Ocean 639 C



tammikuu-maaliskuu

pirta



Product photos: Kesko



Photo: Elina Mitrunen



Product photos: Kesko



Photo: Elina Mitrinen



Product photos: Kesko

Sunkissed

Spring/Summer 2013

3-0650 Sulphur Spring 381 C

7-5633 Deep Green 3285 C

3-0859 Lemon Chrome 109 C

8-1761 Ski Patrol 207 C

4-1064 Saffron 1235 C

8-1762 Hibiscus 199 C

6-4529 Cyan Blue 2995 C

9-4053 Turkish Sea 647 C

7-1744 Calypso Coral 709 C



huhtikuu-kesäkuu

pirta



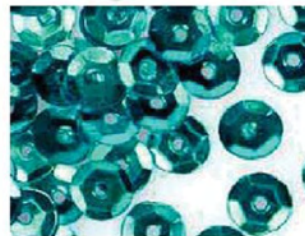
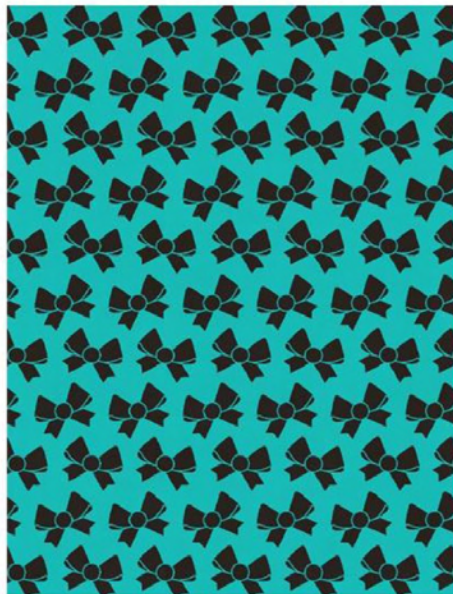
Product photos: Kesko



Autumn/Winter 2013
Kesko, Pirta house brand

18-4735 TCX Tile Blue	321 C
13-2010 TCX Orchid Pink	1895 C
19-1955 TCX Cerise	676 C
17-2036 TCX Magenta	219 C
13-5313 TCX Aruba Blue	318 C
18-4432 TCX Turkish Tile	7468 C
15-0955 TCX Old Gold	7406 C
15-5425 TCX Atlantis	3262 C

Marvel Autumn/Winter 2013



ALL THINGS PRETTY



heinäkuu-syyskuu



pirta

heinäkuu-syyskuu





Product photos: Kesko





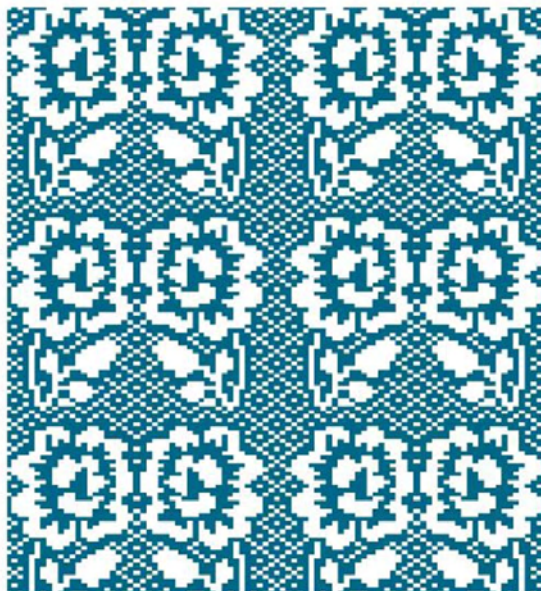
Product photos: Kesko



Product photos: Kesko

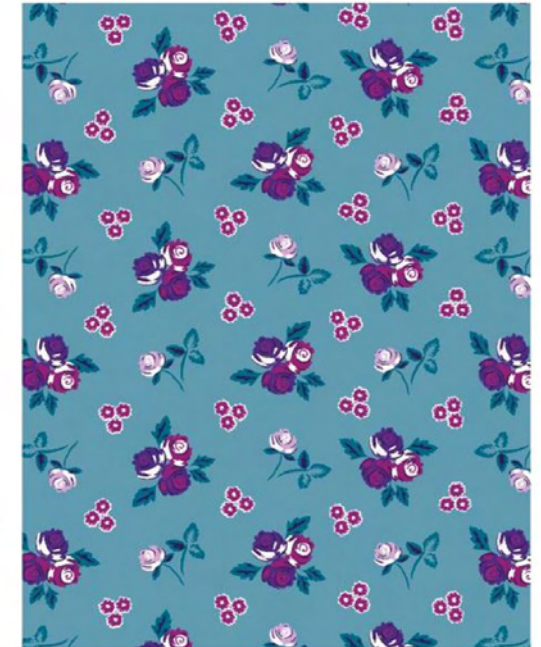
15-0955 TCX Old Gold	7406 C
18-4432 TCX Turkish Tile	315 C
14-3207 TCX Pink Lavender	516 C
19-2434 TCX Festival Fuchsia	2415 C
16-3815 TCX Viola	2645 C
19-3640 TCX Crown Jewel	2695 C
15-0548 TCX Citronelle	398 C
19-3542 TCX Pansy	268 C
17-4123 TCX Niagara	549 C

Migration Autumn/Winter 2013

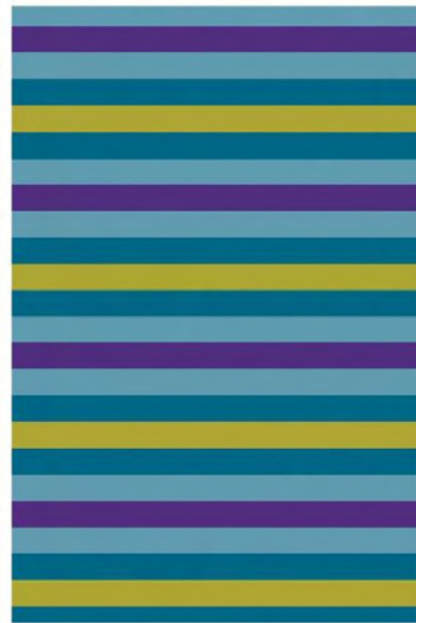
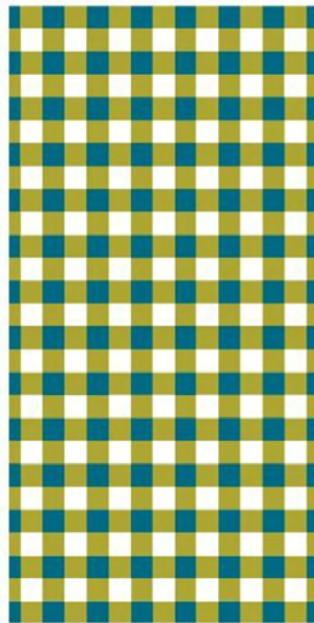
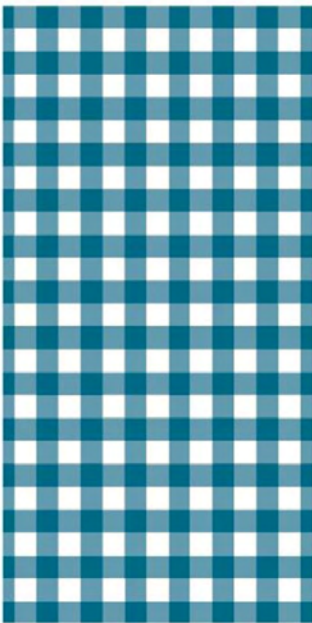
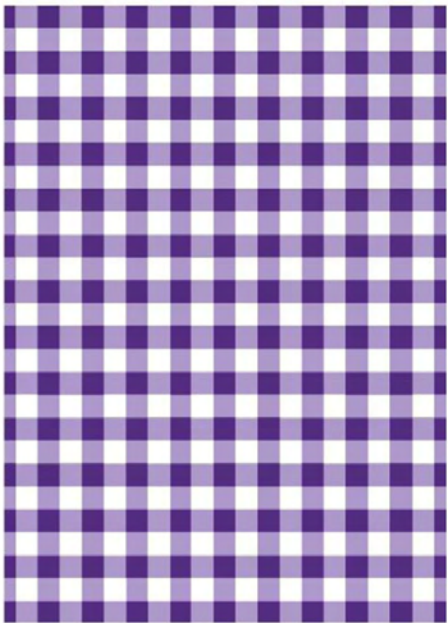


Home Sweet Home

lokaku-joulukuu



lokakuu-joulukuu



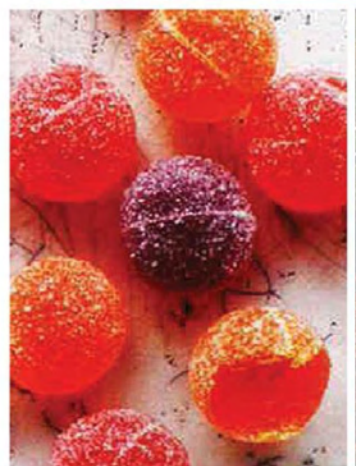


Product photos: Kesko

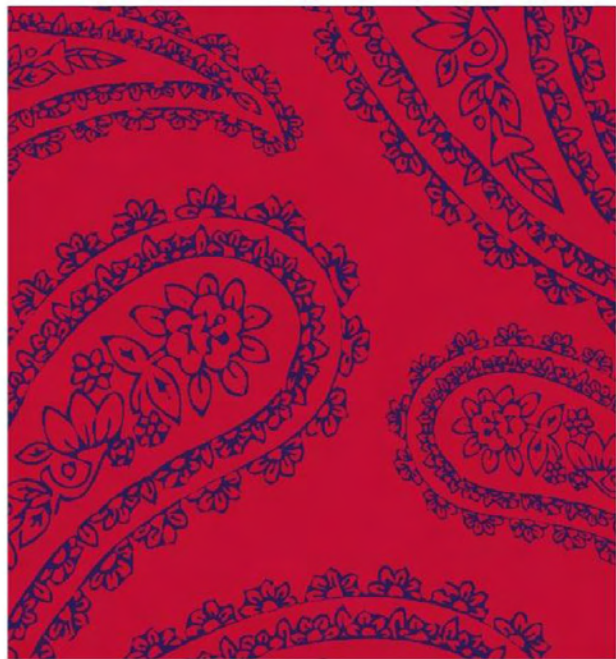
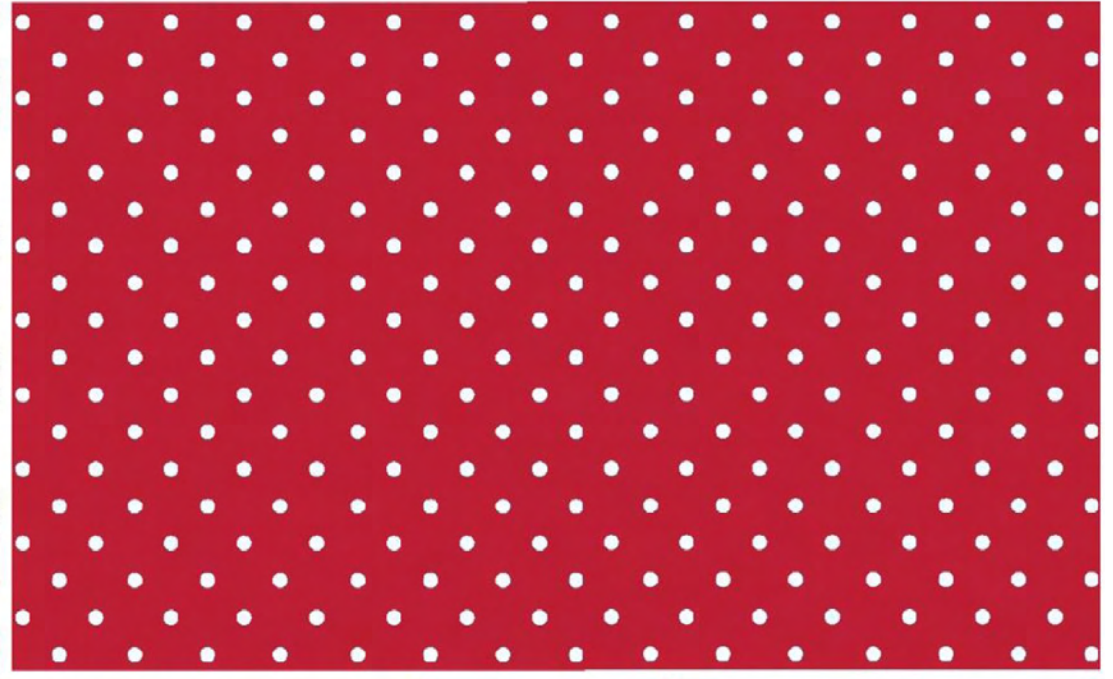
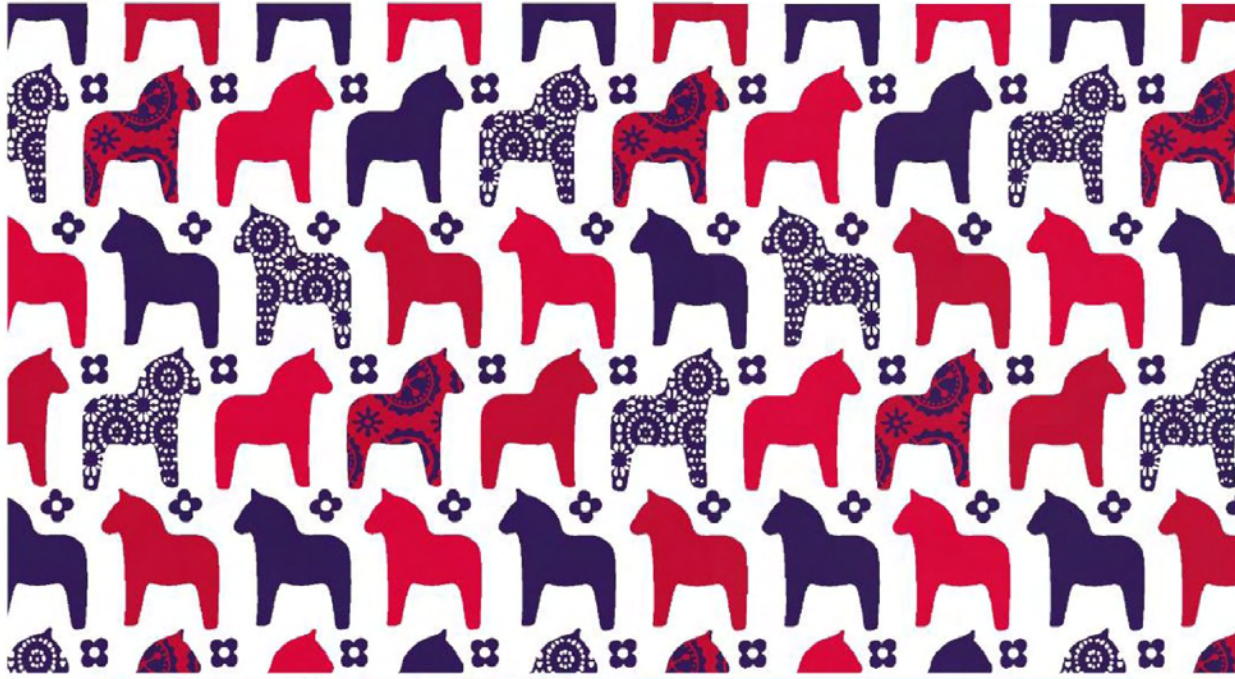
Christmas Autumn/Winter 2013

vko. 44-52

19-2434 TCX Festival Fuchsia	2415 C
19-3640 TCX Crown Jewel	2695 C
19-1664 TCX True Red	200 C
19-3542 TCX Pansy	268 C
18-1762 TCX Hibiscus	199 C
19-4053 TCX Turkish Sea	647 C



vk. 44-52



pirta

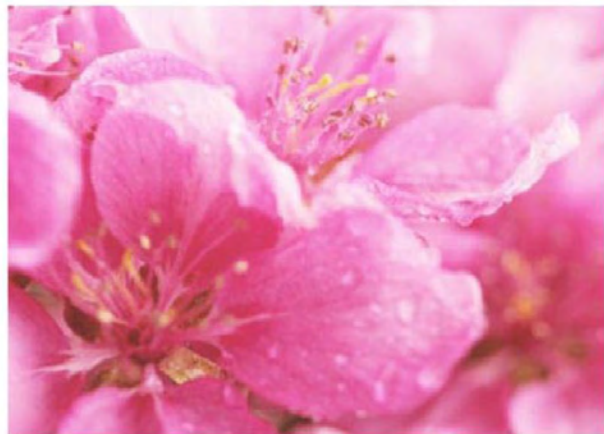
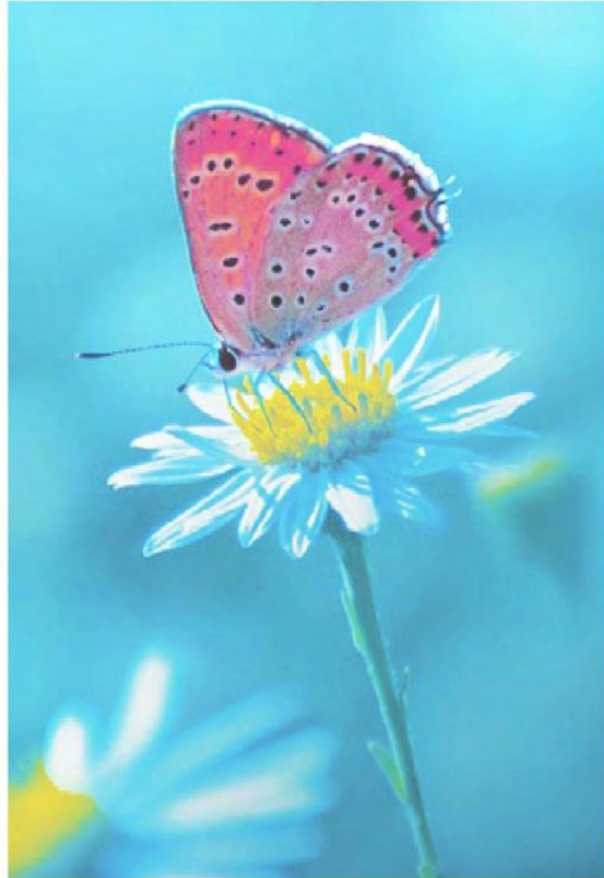


Spring/Summer 2014
Kesko, Pirta house brand

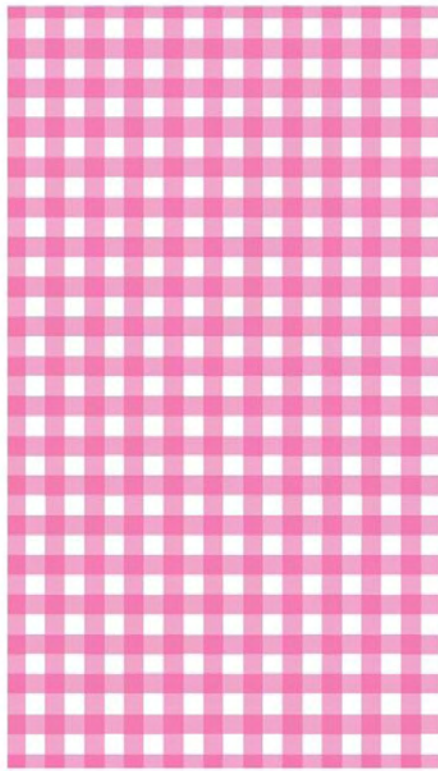
Eden spring

Spring/Summer 2014

TCX 18-4045 Daphne	7462 C
TCX 17-4435 Malibu Blue	7461 C
TCX 16-4535 Blue Atoll	306 C
TCX 14-4816 Blue Radiance	3105 C
TCX 13-5714 Cabbage	332 C
TCX 13-0535 Sharp Green	373 C
TCX 13-0840 Snapdragon	120 C
TCX 16-1735 Pink Lemonade	190 C
TCX 14-2311 Prism Pink	230 C
TCX 15-2216 Sachet Pink	211 C
TCX 18-2133 Pink Flambe	215 C



january-march











Product photos: Kesko

Eden summer

Spring/Summer 2014

TCX 17-4435 Malibu Blue 7461 C

TCX 16-4535 Blue Atoll 306 C

TCX 13-0220 Paradise Green 358 C

TCX 17-5937 Deep Mint 7482 C

TCX 15-6340 Irish Green 360 C

TCX 13-0535 Sharp Green 374 C

TCX 15-1160 Blazing Orange 150 C

TCX 16-1360 TPX Nectarine 164 C

TCX 13-0840 Snapdragon 120 C

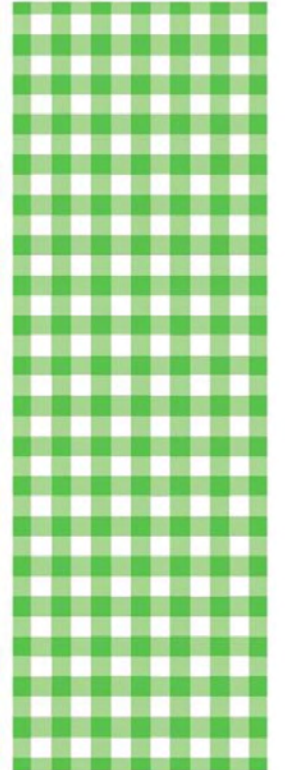
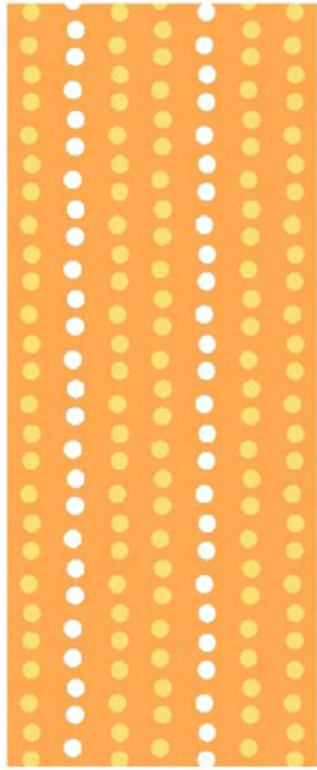
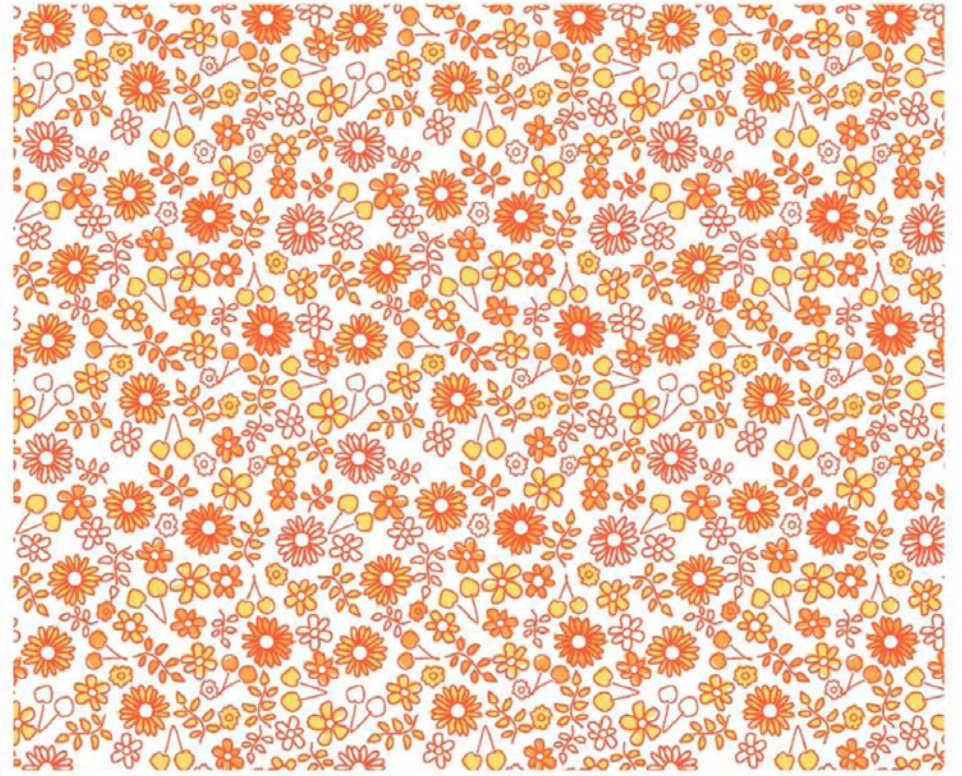
TCX 16-1451 Nasturtium 171 C

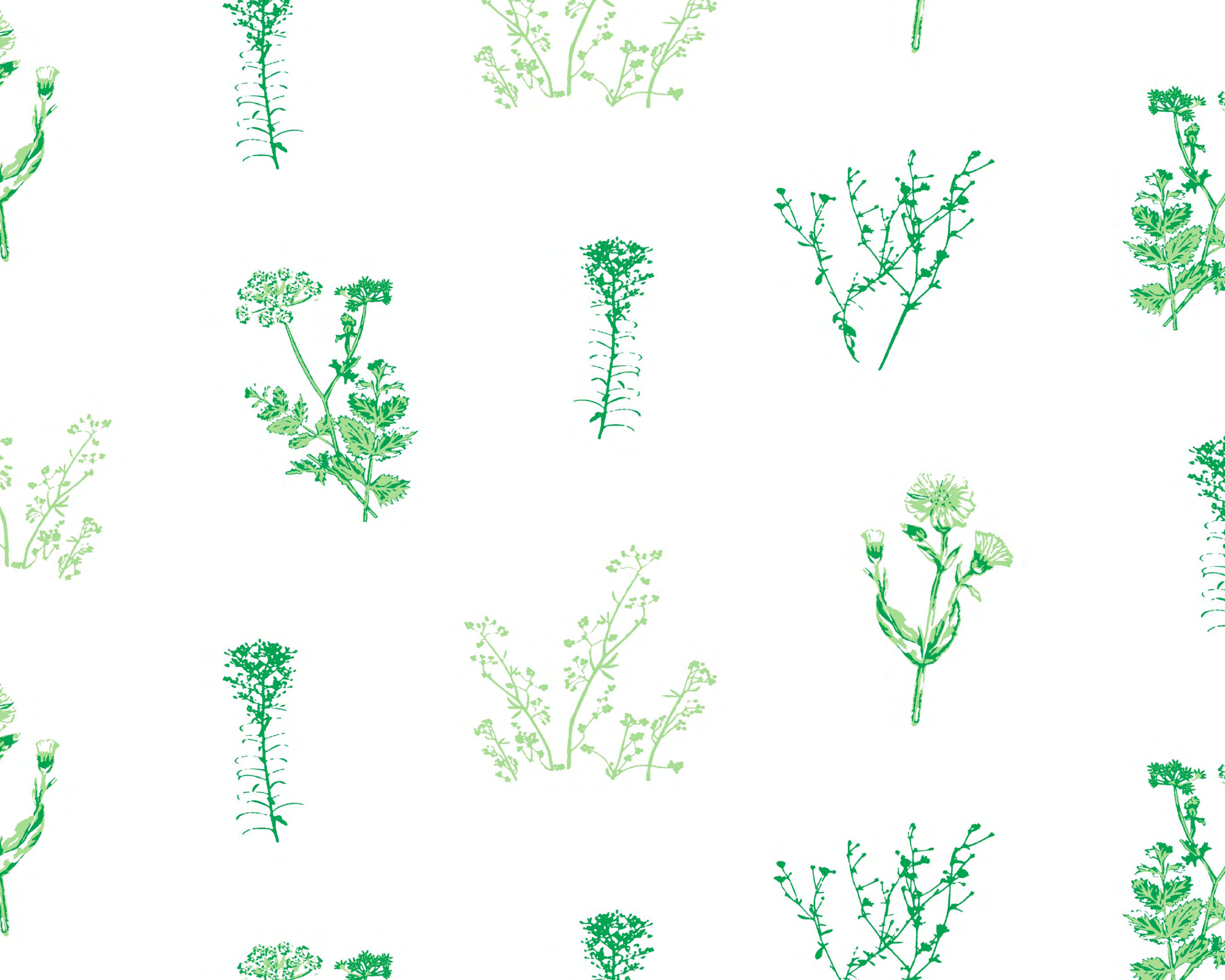
TCX 18-2133 Pink Flambe 215 C

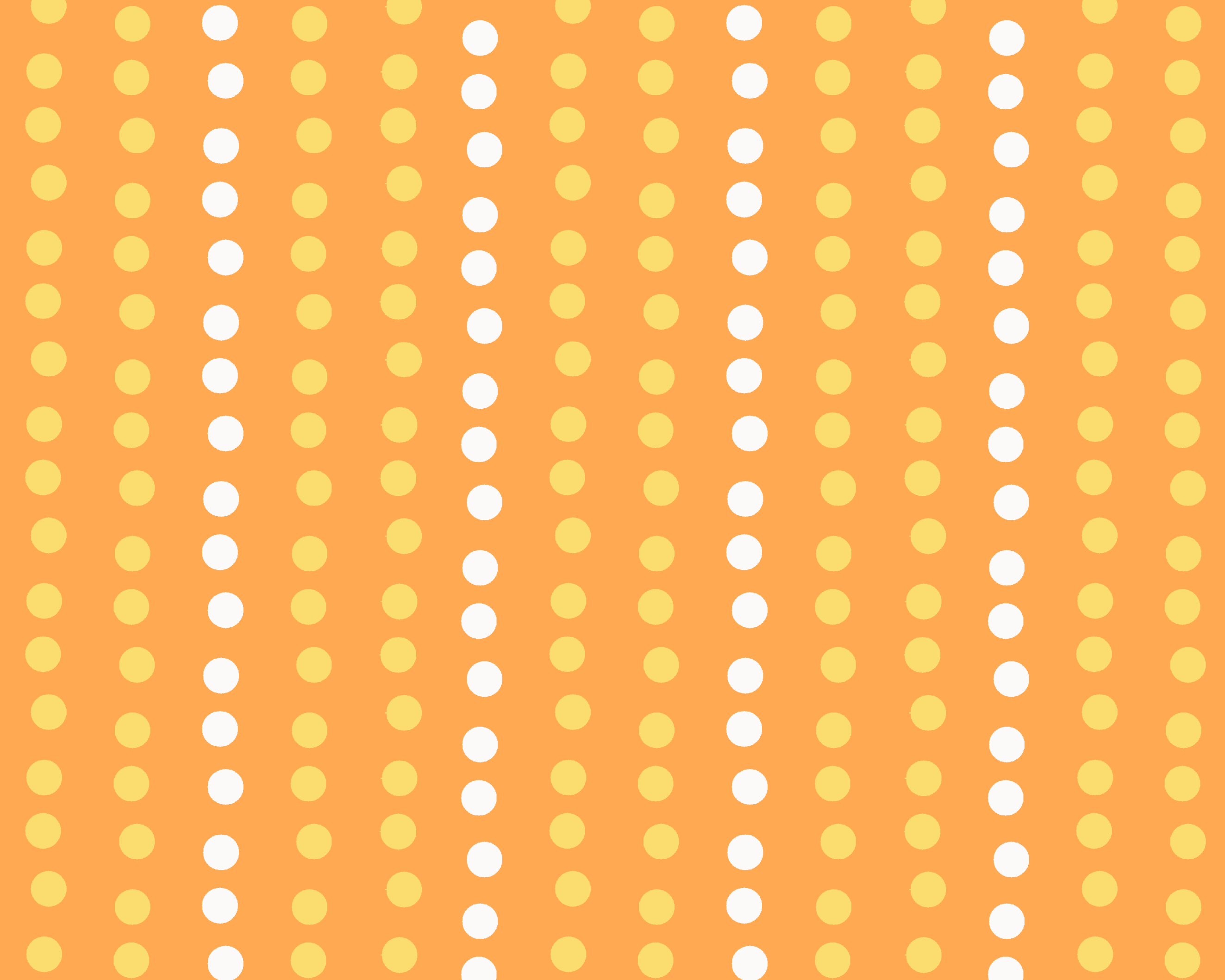


april-june

pirta



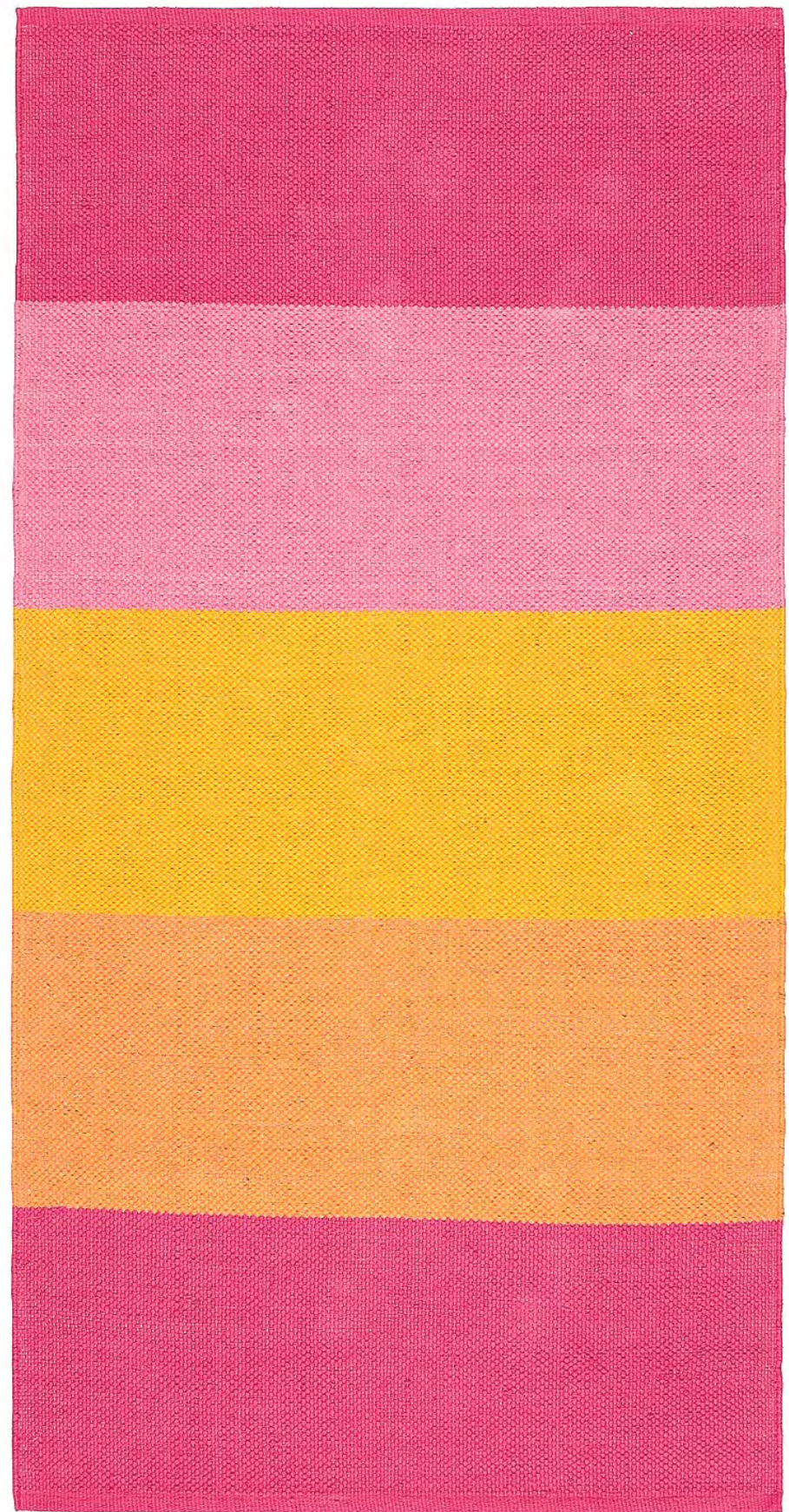








Product photos: Kesko

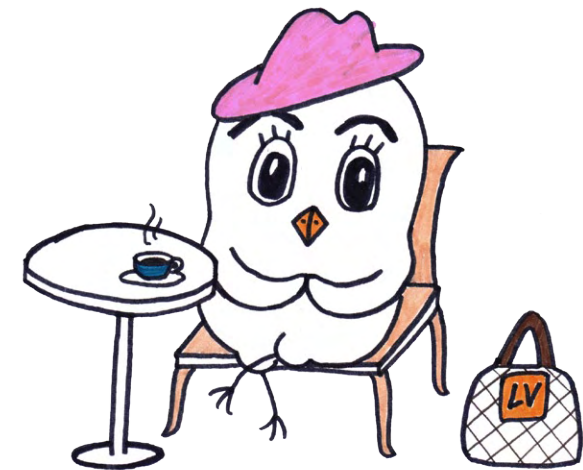


Work from Aalto PRO,
“Designer to Enhance your Business”
- further education course, 2014



THE BOHEMIAN ENTHUSIAST

Comes to the chocolate cafe specifically for the products, their high quality and deliciousness. Are very quality-conscious - appreciate good quality and are ready to invest in it. A culinarian pleasure-seeker. Are very demanding and expect the service and products to be of a high level. Visual people who appreciate aesthetics, beauty and unique places with atmosphere. Is not a great fan of big chain stores.



THE URBAN OBSERVER

For this customer the location and openness of the cafe is the most important thing. Usually a wealthy person who likes to shop a lot and invests in themselves and their looks. Likes to be surrounded by people and bustle.



THE QUICK DROP-BY

Doesn't come to the cafe to spend time. Buys their coffee and/or snack as take-away, or if happens to sit down, is in a hurry, so drinks/eats fast and stays for a very short time. The quickness and smoothness of service is especially important to this customer. Doesn't have time to stand in a queue or wait around.



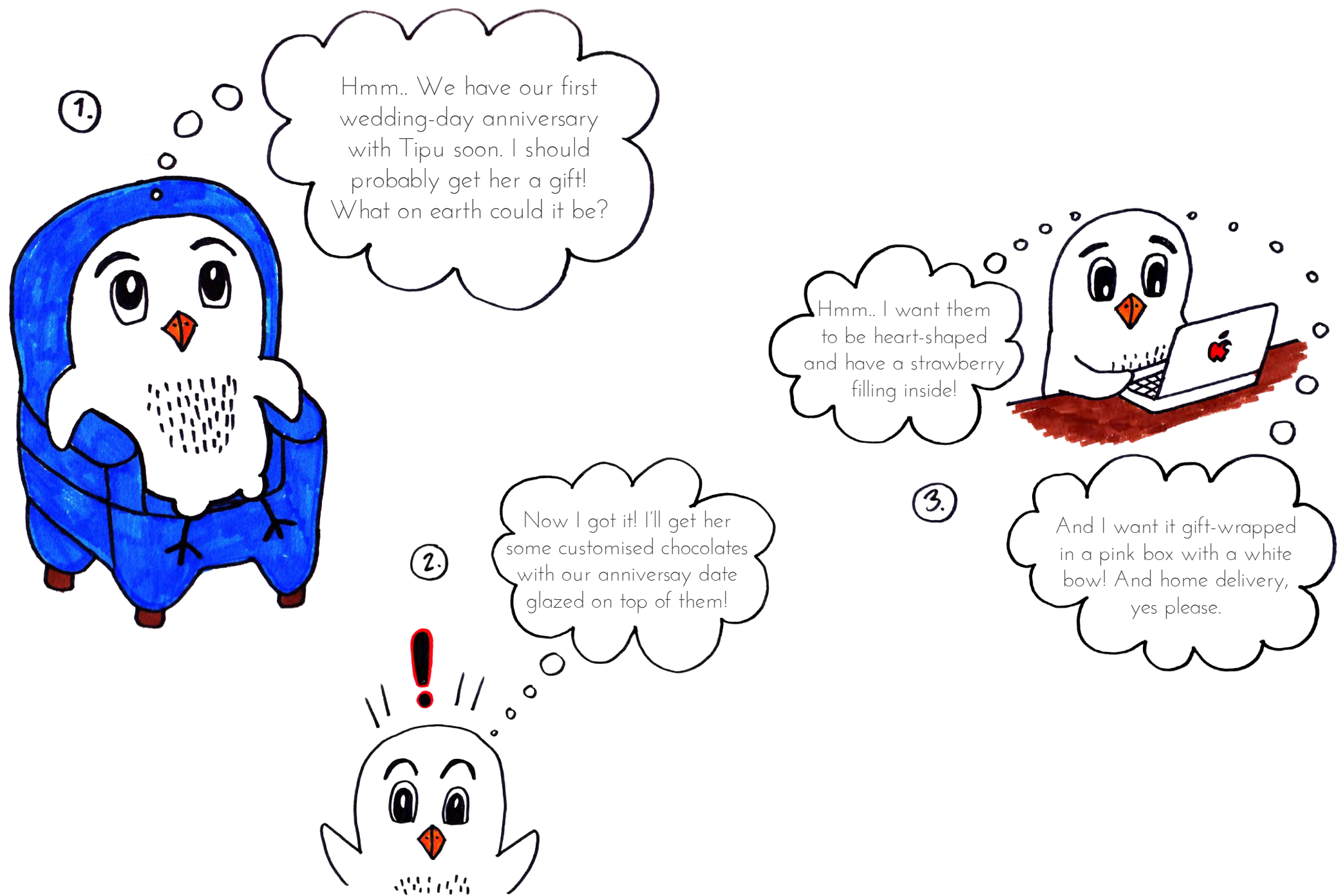
THE HANG-AROUND

Comes to the cafe to spend time and hang around. Stays a bit longer than most. Uses the cafe as a living room or office. Doesn't rush.

Customer profiling for Kaakaopuu chocolate-cafe in Kamppi, Helsinki.

Part of a service design study project (2014) done together with Riika Anundi-Koskinen and Anu Koistinen.

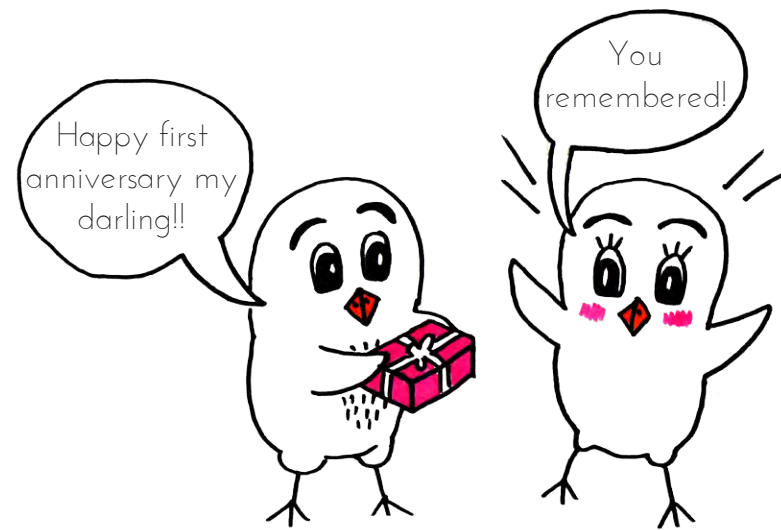
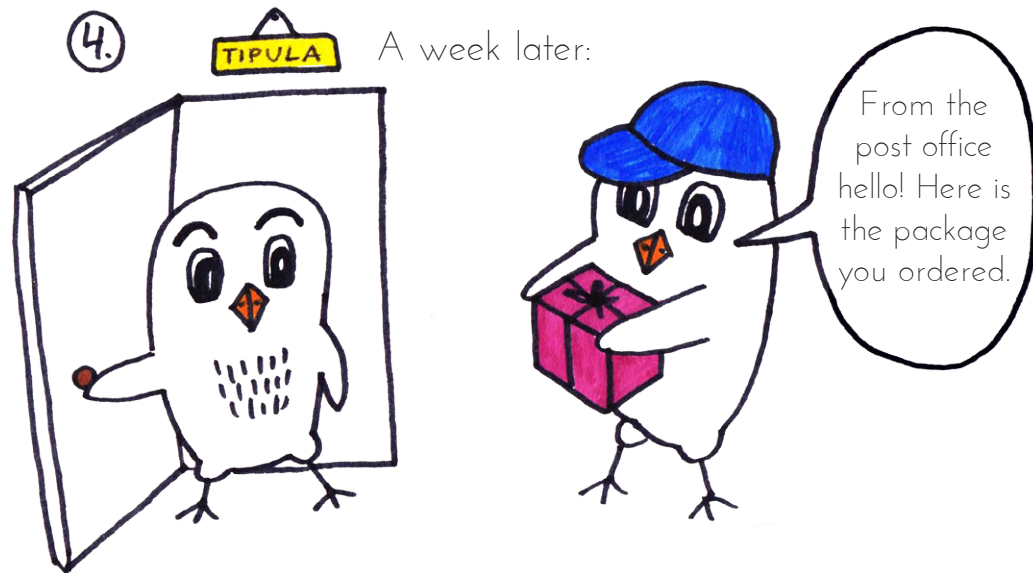
Illustrations by Elina Mitrunen.



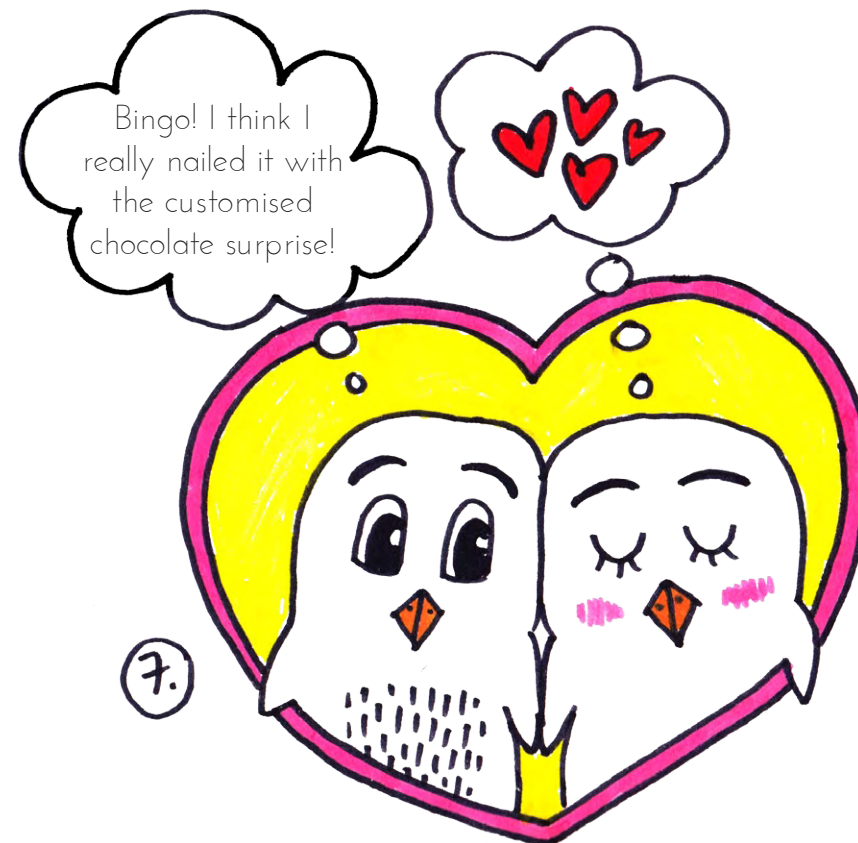
Storyboard for a new service idea for Kaakaopuu chocolate-cafe in Kamppi, Helsinki.

Part of a service design study project (2014) done together with Riika Anundi-Koskinen and Anu Koistinen.

Illustrations and texts by Elina Mitrunen.



5. On the anniversary day:



7.

BUBBLE POP Helsinki -workshop
and installation, for the Talent Village
-event at Lasipalatsi Square, 9/2014



The BUBBLE POP -bubblegum workshop and interactive installation was made together with designer Ville Silvennoinen for the Helsinki City Youth Department's Talent Village -event (part of MTV Push Helsinki) at the Lasipalatsi square 11.9.2014.

"Come and test your talent in blowing bubbles from bubblegum! Show us what kind of bubble you can blow, get photographed and participate in the awesome bubblegum installation!"

Photos: Elina Mitrunen





Photos: Elina Mitrunen (above) and Nuorisosiainkeskus (right)

Thank you!

