

PORTFOLIO



JENNA

MÄKÄRÄINEN

2025

CV

EDUCATION

MASTER OF ARTS (MA), FASHION, CLOTHING AND TEXTILE DESIGN
AALTO UNIVERSITY, SCHOOL OF ARTS, DESIGN AND ARCHITECTURE
(2025)

BACHELOR OF ARTS (BA), INTERIOR ARCHITECTURE
AALTO UNIVERSITY, SCHOOL OF ARTS, DESIGN AND ARCHITECTURE
(2021)

KEY SKILLS

- Textile design – Strong expertise in applying sustainable materials and circular economy principles in textile design. In-depth understanding of the lifecycle of textiles and optimizing their use for both ecological and economic sustainability
- Concept & Spatial Design – Strong background in interior architecture and textile design, creating immersive and functional spaces.
- Surface Design and Visual Storytelling – Expertise in material research and visual storytelling, combining design, color, and textures to translate brand identity into compelling spatial and visual concepts.
- Color Theory & Application – Deep understanding of color theories, material interplay, and color combinations to enhance product design.
- Visual Storytelling & Branding – Skilled in translating brand identity into compelling spatial and visual concepts.
- 3D Visualization & Digital Tools – Proficient in Adobe Creative Suite (Photoshop, InDesign, Illustrator), Rhinoceros, Archicad, AutoCAD, VectorWorks.

PROFESSIONAL EXPERIENCE

DESIGNER (SUN EFFECTS) 2019 – PRESENT

- Assisted in the design and execution of various spatial and lighting projects.
- Worked collaboratively in a fast-paced environment (e.g. Slush & Flow), contributing to innovative solutions
- Moodboards, storytelling, conceptualising & visualisations

TEACHER (TEHO-OPISTO) 2018 – PRESENT

- Teach and mentor students in design, architecture, and creative problem-solving.
- Guide students in portfolio development, entrance exam preparation, and concept creation.
- Provide one-on-one coaching and group instruction, fostering a dynamic learning environment.

SALES ASSOCIATE (MARIMEKKO OYJ) 2021 – 2025

- Delivered exceptional customer service, ensuring a welcoming and inspiring shopping experience.
- Developed an in-depth knowledge of Marimekko's collections, design philosophy, and brand storytelling.
- Assisted customers in product selection, offering tailored recommendations based on their needs.
- Contributed to visual merchandising, maintaining an aesthetically pleasing and well-organized store environment.
- Thrived in a fast-paced retail setting, adapting to seasonal demands and promotional events.



JENNA MÄKÄRÄINEN
HELSINKI

CONTACT

HAPPO.JENNA@GMAIL.COM
+358 449716140

PROFILE

Creative and solution-driven designer with experience in visual concept design, planning, and project execution for event productions. Skilled in managing design projects with a keen eye for detail, problem-solving, and innovation.

Known for a curious and playful approach, combining artistic exploration with technical precision in spatial and textile design

A proactive team player, bringing positive energy, adaptability, and a collaborative mindset to every project



I AM SINKING INTO MY DREAMS

I am Sinking into My Dreams is a Master Thesis project that delves into the realm of dreams as a profound source of inspiration for creative work. The project culminates in three two objects that merge the forms of blankets and mattresses, blurring the boundaries between rest, introspection, art, and weaving.

The objects evoke the sensation of sinking into unconsciousness, mirroring the rhythmic movement of water and the fluidity of dreams. They capture the fragile threshold between wakefulness and sleep, where reality dissolves into abstraction.

They reflect the intricate nature of dreams, weaving together emotions, memories, and sensations in an embrace that is both comforting and confining.

Together, these works transform the ephemeral nature of dreams into tactile, enveloping forms that invite the viewer to experience the liminal space between the real and the unreal.









THE EDGE

Pohjois-Karjala x Flow: Liminal Space is an installation that explores the concept of liminality, a transitional space where two worlds converge. Created as part of the Re-Designer competition for Flow Festival 2023, the project was commissioned by Pohjois-Karjala to reimagine the region's identity through an immersive spatial experience.

The installation embodies a state of in-betweenness, merging elements of raw industrialism and organic nature. It is a space where the familiar dissolves into abstraction, where the rigid structure of metal grids and repurposed containers meets the soft presence of greenery and atmospheric lighting.

At its core, the work reflects the duality of Pohjois-Karjala—a region deeply rooted in untamed landscapes yet shaped by modern industry. The dominant red lighting echoes the region's brand identity, while the fragmented structures and suspended elements create an environment that feels both grounded and otherworldly.

It is a space that invites visitors to step into a liminal state, where contrasts coexist: nature and industry, structure and fluidity, presence and transition. The installation does not dictate a singular narrative but instead allows the audience to immerse themselves in an ambiguous, dreamlike environment, where their own perceptions complete the story.









YOU ARE INDEPENDENT, NOT ALONE

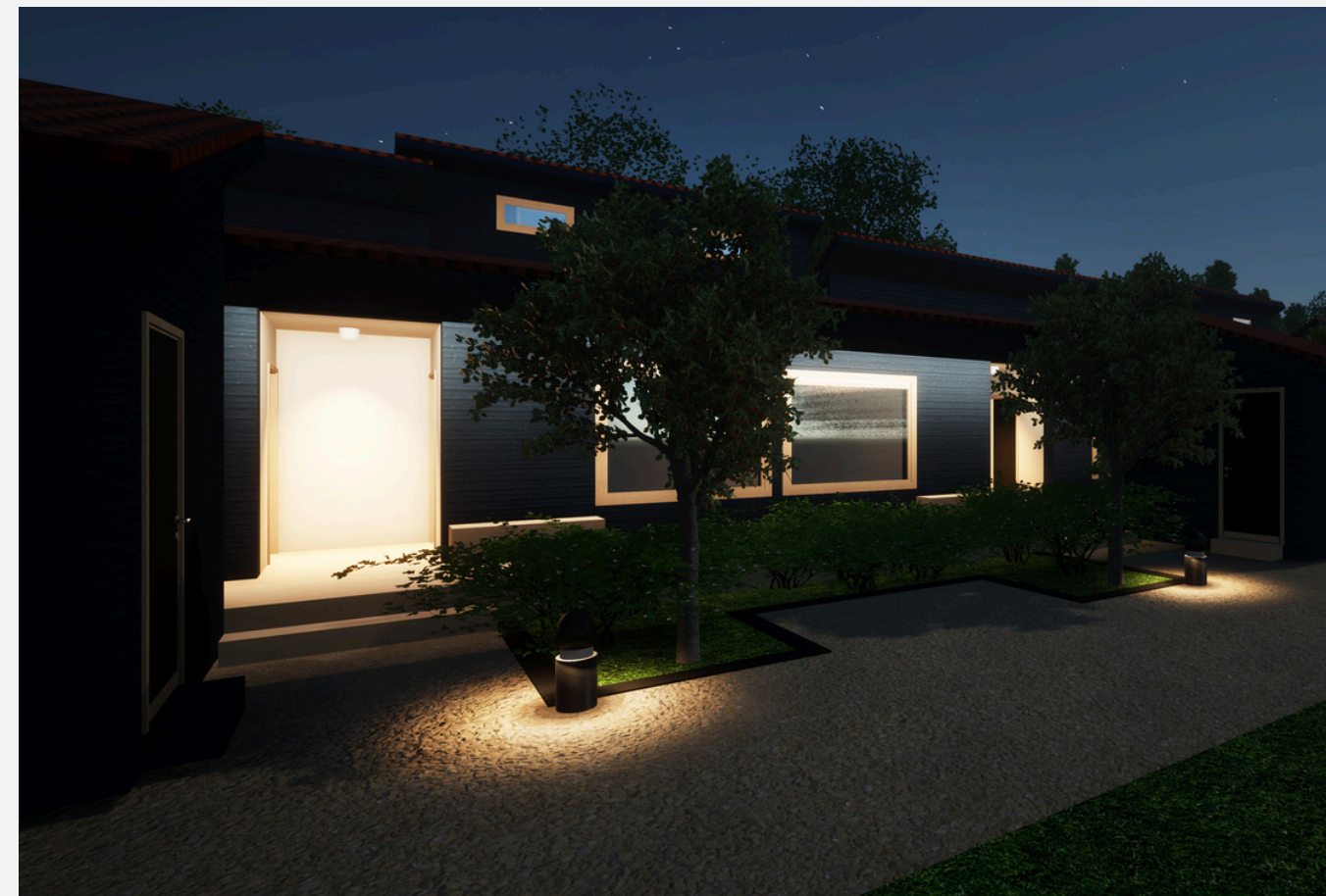
Space in Practice is a group project developed in collaboration with a youth-focused housing company as part of an academic course and design competition. The project explores innovative solutions for communal living, balancing shared and private spaces through adaptable architectural layouts.

Our team focused on designing a space that fosters independence while enhancing social interaction, rethinking how flexible environments can shape the future of urban housing. The concept integrates dynamic spatial arrangements, modular structures, and carefully curated color schemes to enhance both functionality and atmosphere.

My role in the project centered on 3D visualization, color design, and conceptual development, ensuring that the spatial and aesthetic vision aligned with the needs of future residents.

This project challenges conventional housing models by offering a new perspective on shared living, where community and personal space coexist in a seamless, adaptable environment.









SURFACE DESIGN – UTOPIAN GARDEN

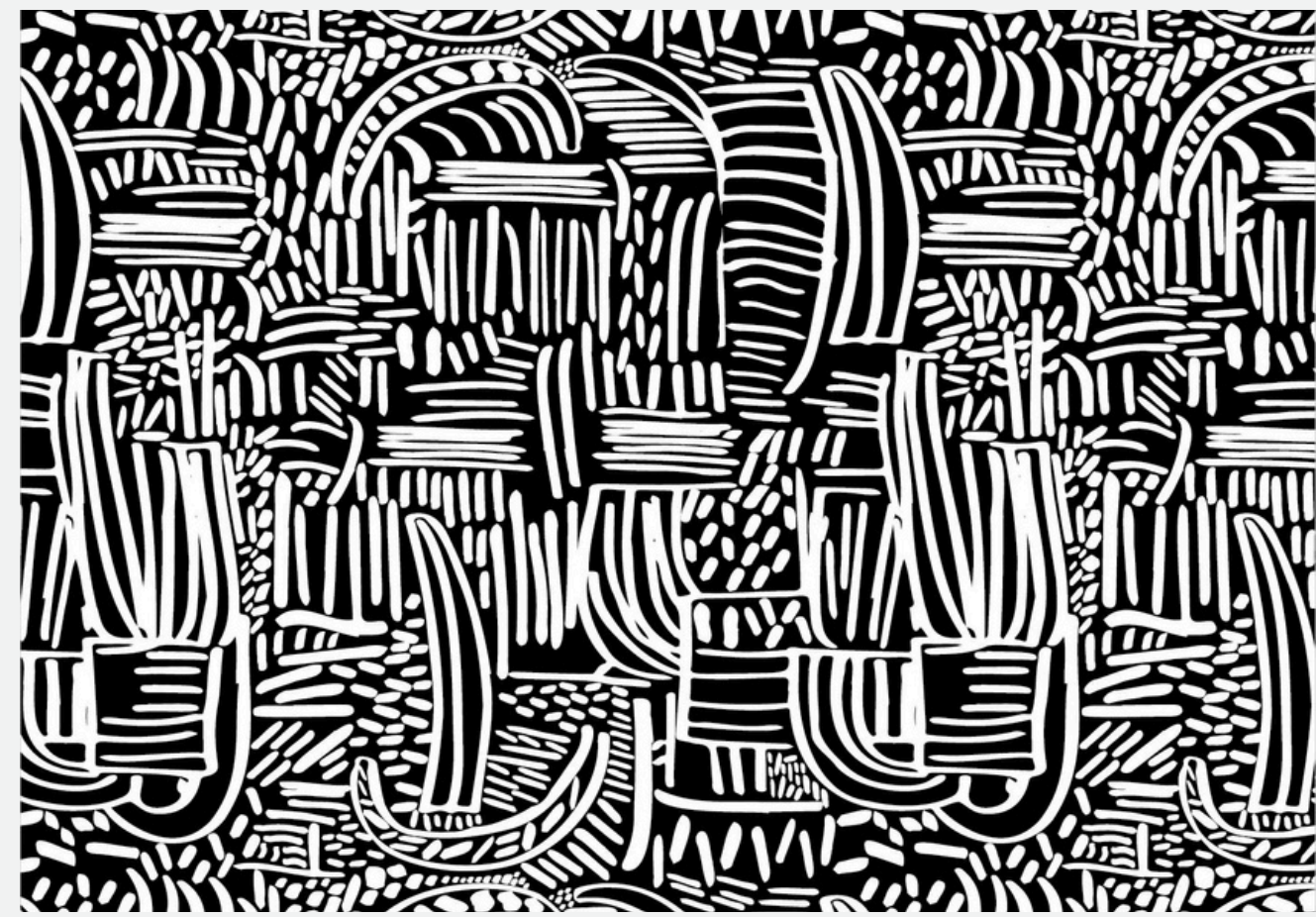
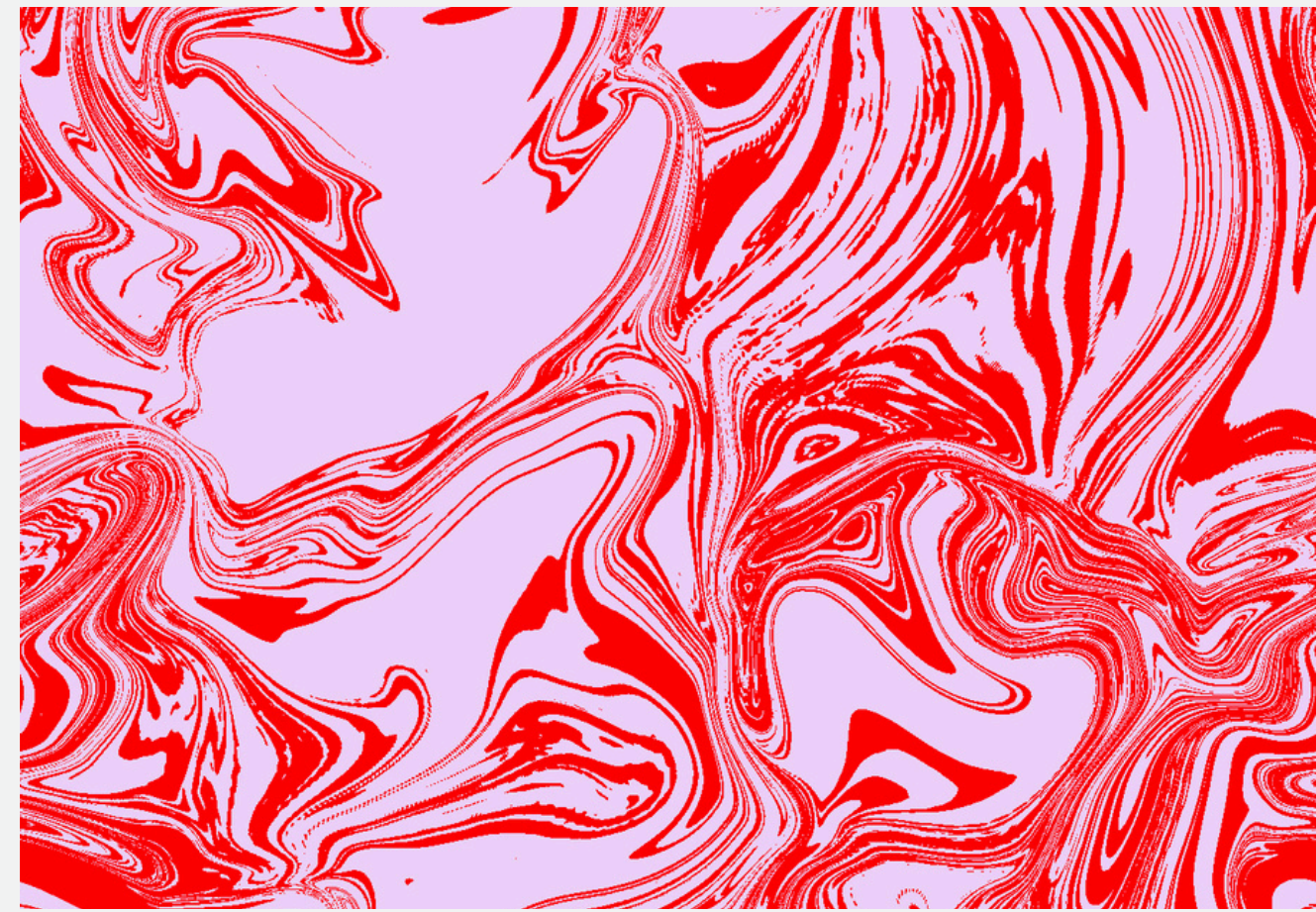
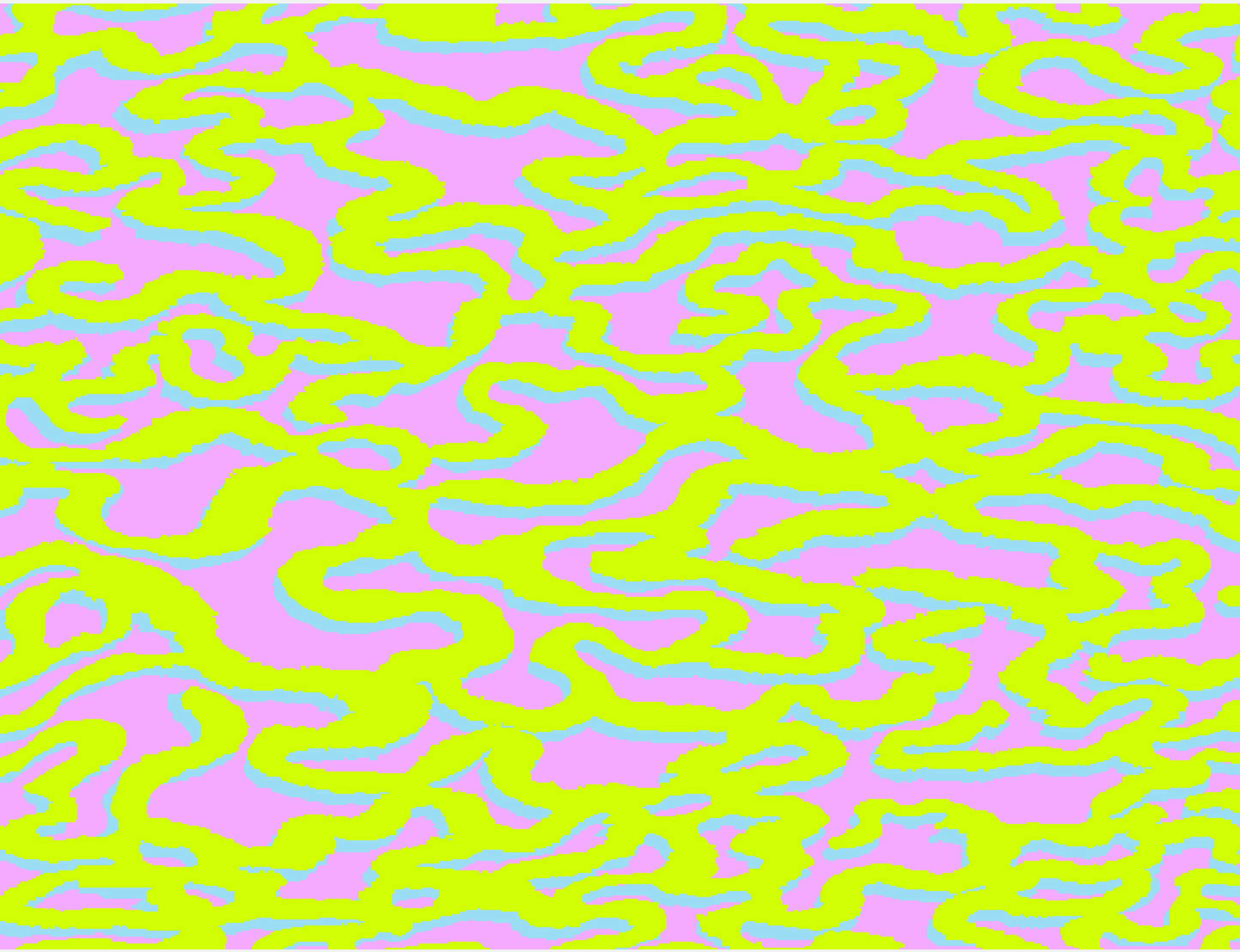
This project is a surface design study developed as part of a course exploring the relationship between color, texture, and pattern. Centered around the theme of "Garden", the work delves into organic forms, layered compositions, and natural rhythms, translating them into tactile and visual expressions.

The project includes a moodboard, color concept development, and a series of surface designs, each inspired by botanical elements, surreal flora, and the interplay of light and shadow. Through this process, I explored hidden and unreachable garden spaces, drawing inspiration from unusual fruits, intricate paths, and abstract natural patterns.

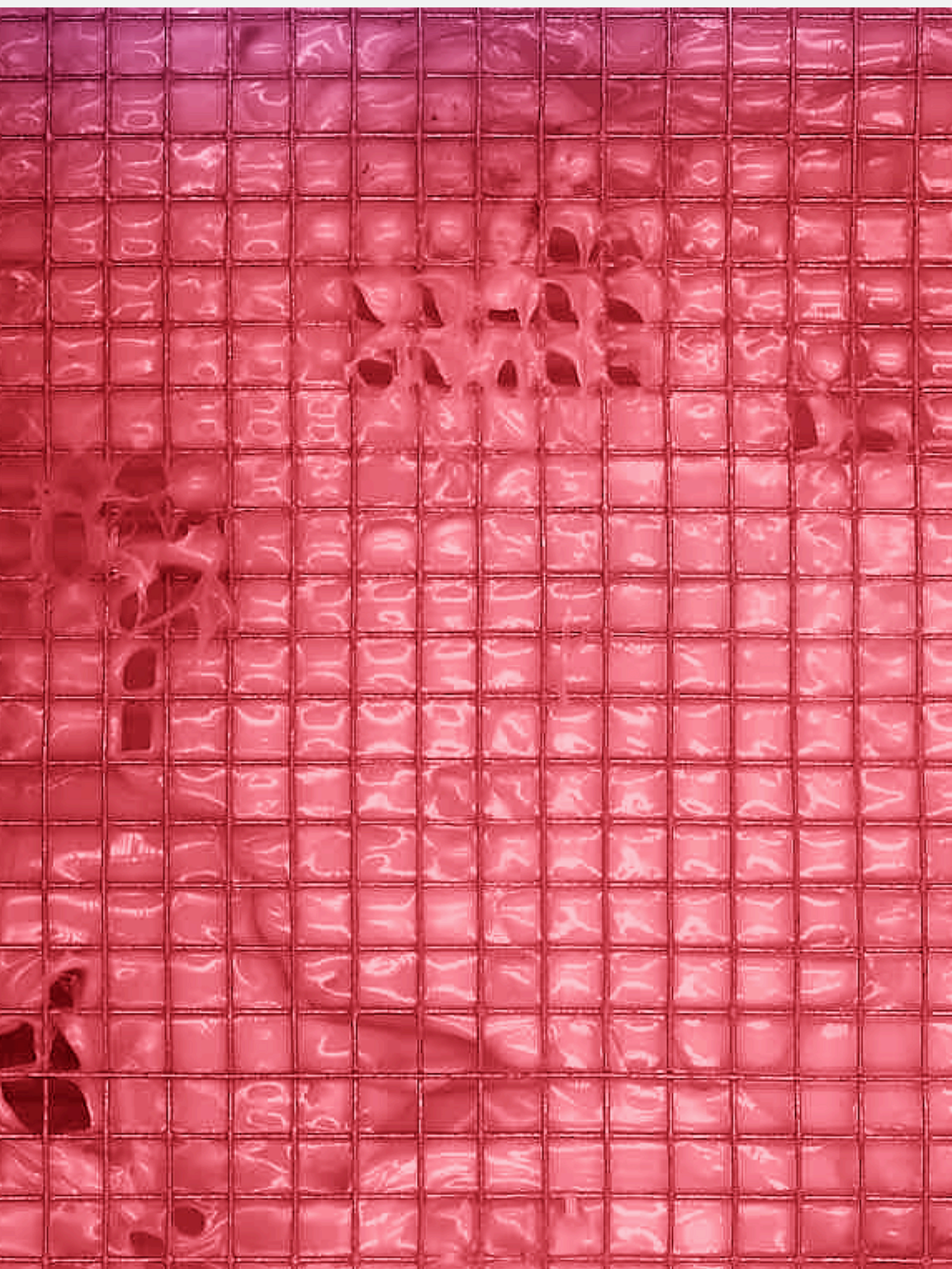
By deconstructing sketches and refining compositions in Illustrator, I aimed to capture the fluidity and vibrancy of nature, transforming abstract inspirations into structured yet dynamic prints. The black-and-white Garden-print particularly reflects this approach, emphasizing contrast and depth.

Through this exploration, the project highlights how surface design can evoke emotion, atmosphere, and a sense of place, bridging the gap between materiality and artistic storytelling.









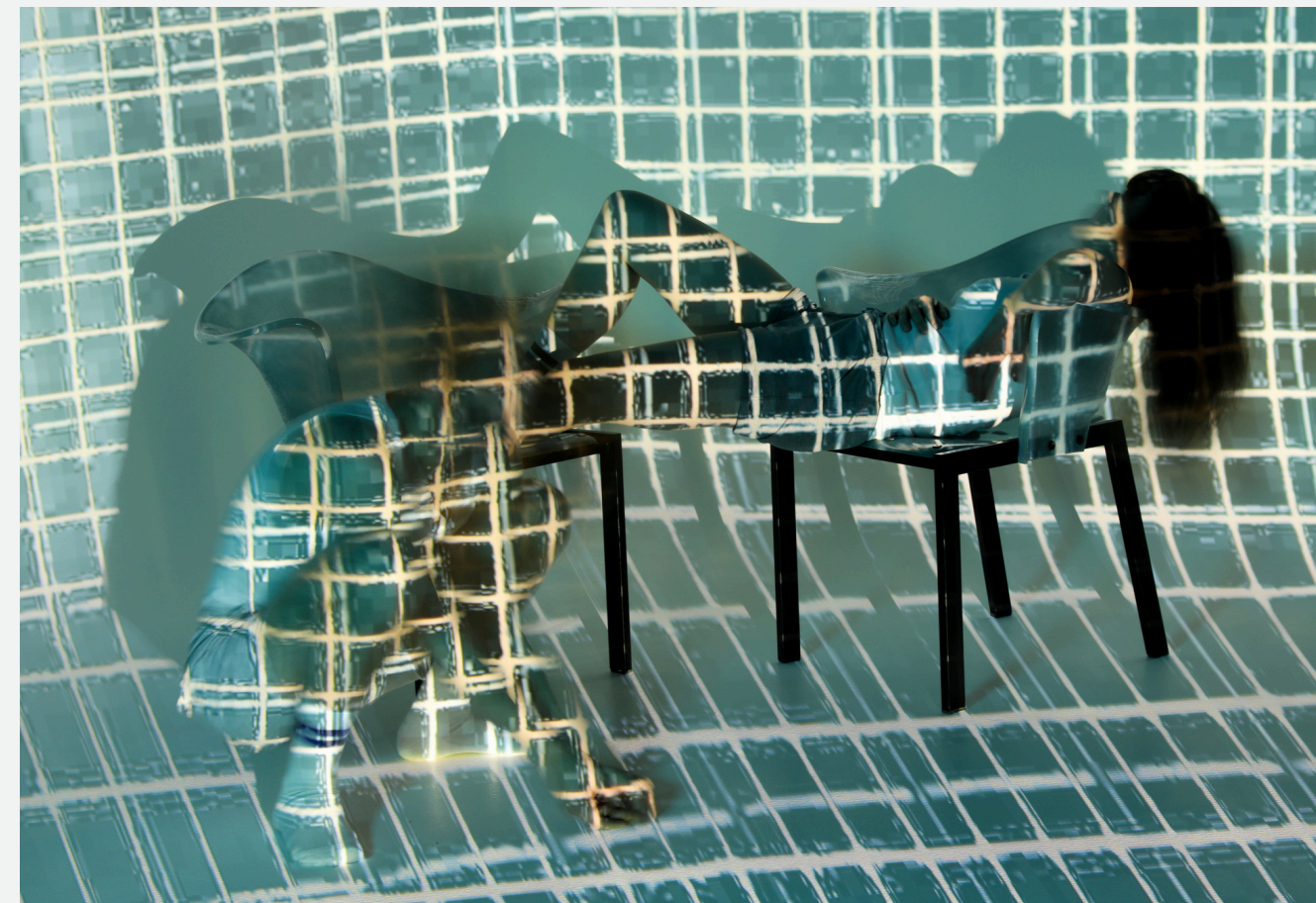
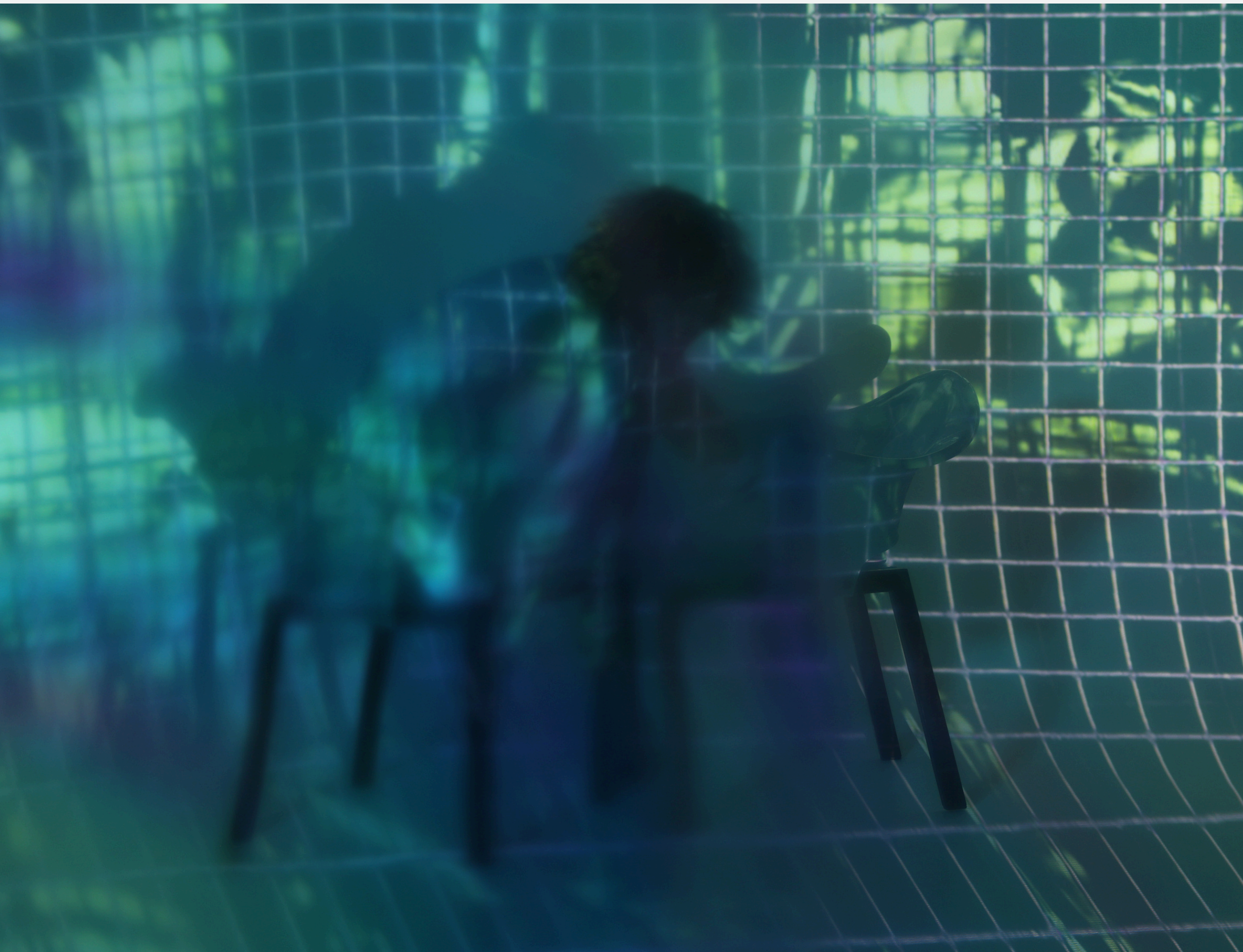
ALIENATION – EXPERIMENTAL DESIGN

This photography series was created as part of the Experimental Design course, exploring the theme of alienation—both as an internal experience and as a reaction to societal constraints. The project investigates the invisible barriers of the mind and the forces that attempt to break free from predefined societal structures.

Using grids, light projections, and layered compositions, the images create a distorted, dreamlike space, where the subject appears both trapped and in transition. The interplay of grids, transparency, and shifting perspectives reflects the tension between containment and liberation, highlighting the contrast between internal struggles and external expectations.

This work challenges traditional notions of textile design, using photography as a medium to translate concepts of psychological and spatial alienation into a visual, immersive experience







THANK YOU

CONTACT ME!

EMAIL
MAKARAINEN.JENNA@GMAIL.COM

MOBILE
+358449716140