

Olli Kuopila
Born 1976

EDUCATION

Graphic designer, 1999
Matriculation, 1995

WORK HISTORY

Knockout (2000–)
Owner, Art Director
Examples of clients: Leanheat, Tekes, Securitas Direct
Aroundio/Verisure home security services, Several art galleries,
museums and artists, Luona/Barona

Freelance work for Pointer Group (now TBWA\POINTER)
(2002–2006)
Art Director
Examples of clients: Nike Finland, Hartwall, Pizza Hut

Ad agency Master Partnership Helsinki (now W.Steinmann)
(2000–2001)
Graphic Designer / Art Director
Examples of clients: Proffice, Zed, Datatie/Elisa, Copterline

Ad agency Klique Plus BBDO (1999–2000)
Art Director
Clients: Novo Group, Exide Electronics/Powerware (now Eaton
Powerware), TeamWare

Ad agency BBDO Helsinki (1998–1999)
Art Director
Examples of clients: Exide Electronics/Powerware (now Eaton
Powerware), TeamWare

Ad agency Berk Helsinki (1996–1997)
Graphic Designer / Art Director
Examples of clients: HKL (Helsinki City Transport), Ministry of the
Interior, General Staff of the Defence Force

SPECIAL EXPERTISE

Design concepts for traditional print media and new media
Graphic design for printed material respecting traditional principles
Visual identity and design management
Videography, shooting and editing video

A SHORT LIST OF CLIENTS/BRANDS

A21 Cocktail Lounge (cocktail bar)
Autobar (coffee vending machines)
Avanto – Helsinki Media Art Festival
BBDO Helsinki (ad agency)
Baileys
Berner (consumer goods)
Bosch (garden tools)
Cilect (international association of film and television schools)
City Gym (fitness center)
Copterline (helicopter service)
Datatie/Elisa (data transfer services)
DNA (telecom operator)
Efecte (IT asset management)
Fazer Bakeries
Finnish Red Cross
Ford Finance
Forum Box (art gallery)
Fotoyks (photographic equipment)
Fresh Outdoor (outdoor advertising specialist)
Galleria Heino (art gallery)
General Staff of the Defence Forces
Gummerus (printers)
Handelsbanken Finance
Hasan & Partners (ad agency)
Hartwall (beverage producer)
Hedoy/Hedengren (home appliances)
Helsinki City Marathon
Hill&Knowlton
Hyvää Päivää (beverage brand)
HKL – Helsinki City Transport
IT Service Management Forum Finland
JCDecaux (outdoor advertising)
Kauko (professional digital solutions)
Kiasma – Museum of Contemporary Art
Kuva-Ahti (photography studio and products)
Lapin Kulta (brewery products)
Leanheat (smart building control)
Lombard International Assurance S.A.
Luona/Barona (social integrator)
Lähivakuutus (insurance company)
LuostarinenMettäläRäikkönen (law offices)
Ministry of the Interior
MedEngine (medical marketing)
Mountain Dew
Nestlé Purina
Notch (Realtime motion graphics)
Nike
NunnaUuni (fireplaces)
Opel
Opstock (investment services)
Optisec (IT security)
Orchimedia (mobile and tv games)
Orion (pharmaceutical company)
Osaset & Autofit (car parts and services)
Otto Long Drink
OZO (marketing agency)
Paperjam (ad agency)
Paulig (coffee and seasonings)
Pepsi
Pizza Hut
Pointer Group (ad agency)
Powerware (now Eaton Powerware; uninterruptible power systems)
Proffcom (telemarketing)
Proffice (recruitment services)
RCL (indoor climate specialist)
Russell Athletic
Securitas Direct (security services)
Sesto (retail chain)
Siwa (retail chain)
Smartner (now Seven; mobile software)
Sony Ericsson
St1 (fuel and energy company)
Suomen Messut (The Finnish Fair Corporation)
Tahko Chalet (hotels and restaurants)
Tammi (publishing house)
TeamWare (workflow software)
Tekes (Funding for technology & innovation)
Telering (mobile phone retailer)
The Uncles (web design)
TietoEnator (IT services)
University of Industrial Arts Helsinki
Up cider (beverage brand)
Vaihtovirta.fi (electricity broker)
Valon Kone (debarking machinery)
Viasat (satellite entertainment)
Vichy Novelle (mineral water brand)
Vision Design (corporate clothing)
White Sheep (ad agency)
W.Steinmann (former Master Partnership Helsinki; ad agency)
Zed (mobile value-added services)