



# SIIRI PAKARINEN

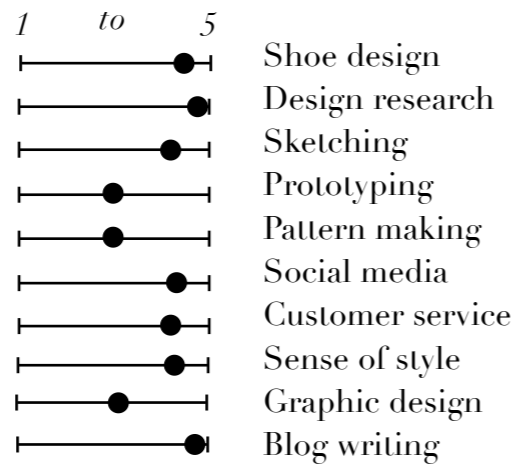
shoe design, content creation & visual communication

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- Finland

## I HAVE BEEN COMPLIMENTED FOR...

- efficiency & reliability
- customer friendliness
- creativity & profundity

## SKILLS



## SOFTWARES



## EXPERIENCE

- 2024** ● **Shop Worker Kontti, Secondhand Store**  
Finnish Red Cross, part-time  
Working as a part of the clothing team:  
cleaning & pricing shoes and bags  
sorting & steaming donated clothing  
customer service  
creating visual displays inside store
- 2023** ● **Social Media Manager**  
Häme University of Applied Sciences, internship  
Content production for Instagram  
photo/video editing & filming  
post publishing  
writing captions & blog posts  
interviewing  
managing content schedule  
reporting to the head of degree programme
- 2021** ● **Salesperson**  
Stockman Group, internship  
Working in the accessory department  
customer service  
restocking shelves  
setting up sales campaigns  
store upkeep

## EDUCATION

- 2023** ● **Häme University of Applied Sciences,**  
**Bachelor of Culture & Arts**  
  
Design degree | 8/2019 – 6/2023  
major: footwear
- 2019** ● **Kuopio's Classical Highschool,**  
**Martication examination**  
  
Subjects: history, biology, maths, Finnish, English

## PROJECTS

- Rosomania | 2023**  
A journey to romance and roses  
Creating my own brand of crochet goods  
graphic design, social media marketing,  
crochet, customer journey, online shop  
> read more [here](#)
- Footwear Design Bootcamp | 2022**  
Häme University of Applied Sciences  
Workshop to boots creativity with a designer  
Aki Choklat  
sketching & prototyping  
> read more [here](#)
- Retail Experience for Studio Heijne | 2022**  
Global Fashion Business Studies  
Co-designing a retail experience for a  
Swedish fashion brand  
interior design, moodboard, research,  
brand storytelling  
> read more [here](#)
- Hiking Boot Project | 2021**  
Häme University of Applied Sciences  
Co-designing hiking boots for a Finnish shoe  
brand  
material research, moodboard, sketching,  
tech pack, patterns, prototyping

## EXHIBITIONS

- Prima Ballerina at Alexander Theater**  
Alexander Theater, Helsinki | 9/2022 – 11/2022  
Planning and implimenting an exhibition  
featuring a ballet inspired shoe collection  
> read more [here](#)

## LANGUAGES

- Finnish native
- English fluent
- Swedish beginner

## ABOUT ME

charming to meet you!

I am Siiri, a romantic soul & a storyteller whose core know-how lays in visuality. In my work, I aim to create joyful beauty that touches hearts in our world of severity. Moreover, community & an atmosphere for learning are qualities I look forward in a workplace.

View my blog & portfolio [here](#)

## INTEREST

