

Hello!

I am a graphic designer.  
This is my portfolio of  
the creative work I have  
done in 2016 - 2019.

I believe that great design  
has to have a bigger  
meaning and it is meant  
to take the society forward.

Mari-Luis Link

September 26, 2019 11:53 PM

# MARI-LIIS LINK

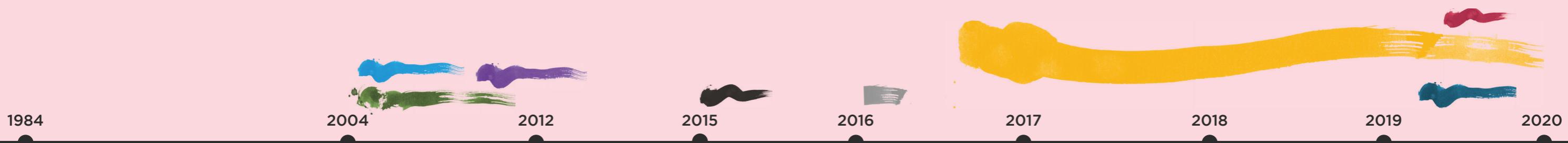


## CHARACTERISTICS

**ARTISTIC**  
**HARD WORKING**  
**CREATIVE MIND**  
**CREATIVE HAND**  
**ANALYTICAL**  
**OUTSIDE THE BOX**

## FAVOURITE TOOLS

**BRUSH, PEN, INK, PAPER**  
**ILLUSTRATOR**  
**PHOTOSHOP**  
**INDESIGN**



2004-2011  
Tallinn University of Technology,  
Accounting

2015  
Tartu Centre for Creative Industries, Business Planning

2016  
California Institute of the Arts,  
Fundamentals of Graphic Design  
(online course)

2019, July  
1<sup>st</sup> internship at the Paper and  
Print Museum (TYPA)

2004-2008  
Airline Services Estonia,  
Accountant

2009-2012  
Unilog Shared Services (Sea  
transport logistics), Documenta-  
tion Clerk

2016 - 2020  
Estonian Entrepreneurship Uni-  
versity of Applied Sciences,  
Graphic Design

2019, April - August  
2<sup>nd</sup> internship at the Opinion Fes-  
tival Estonia

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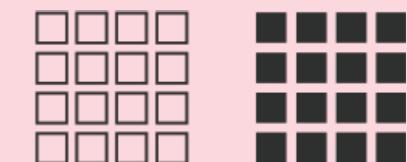
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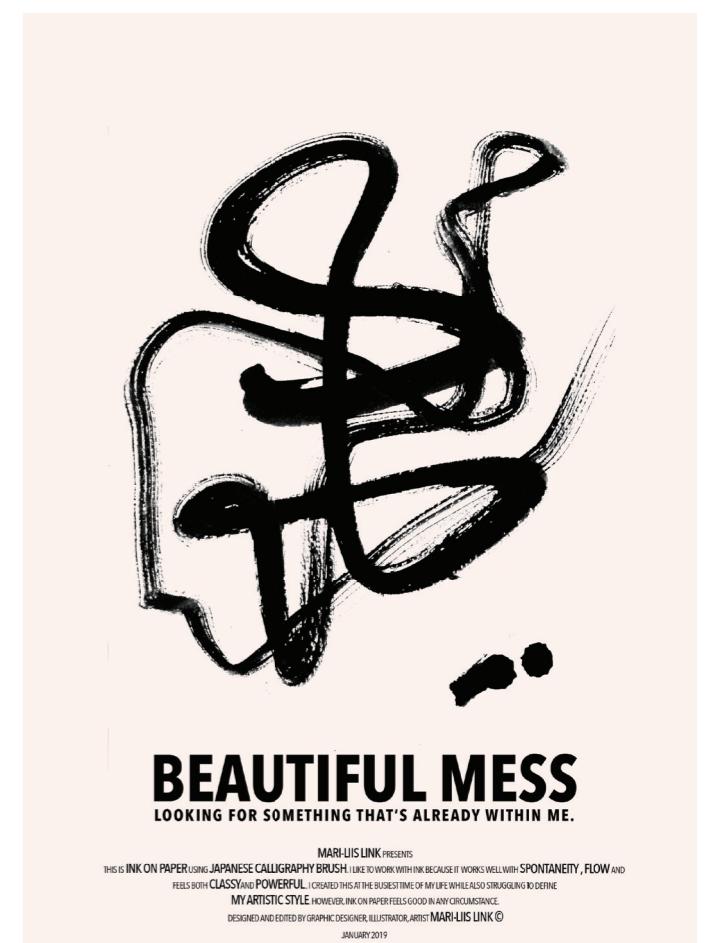
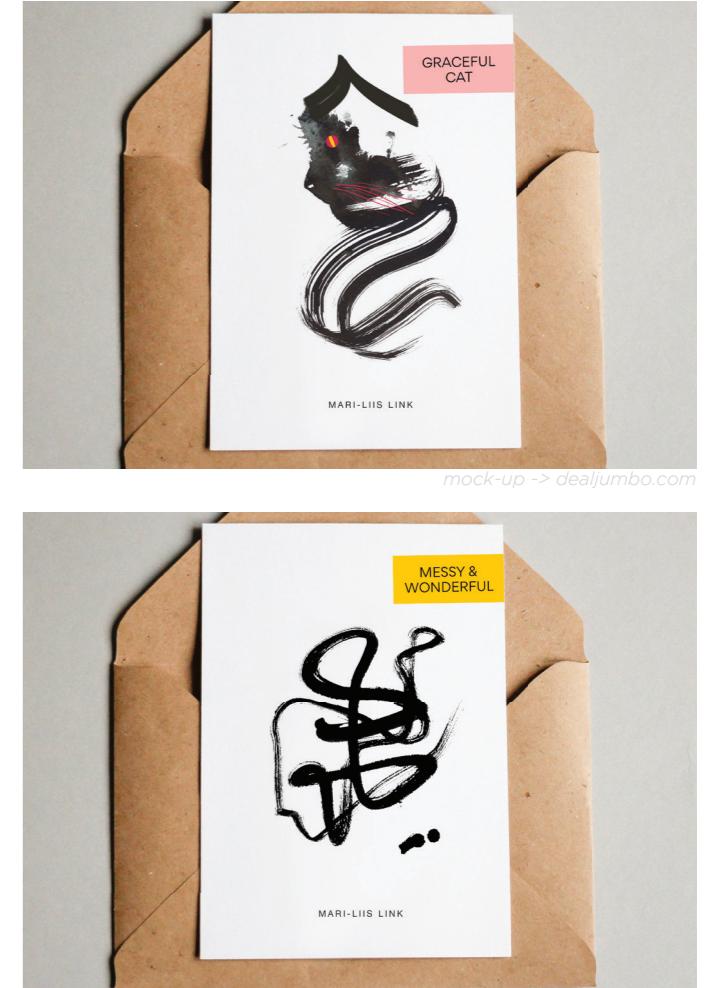
01



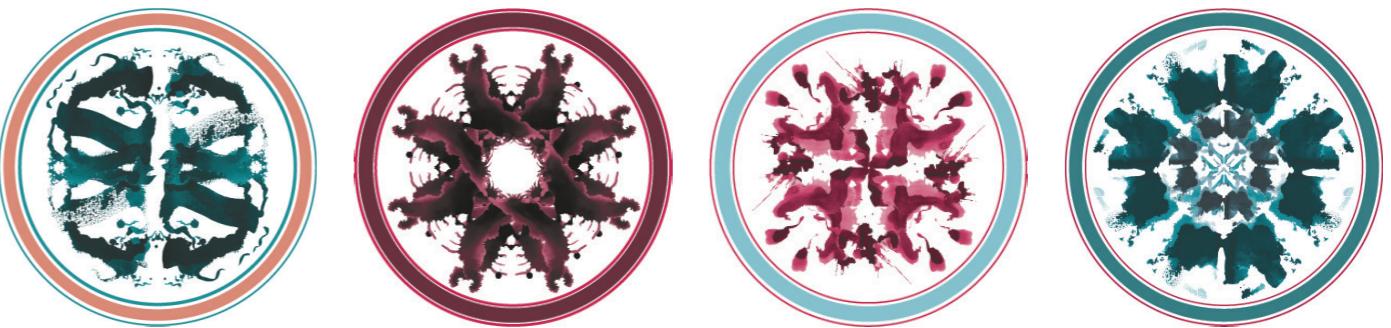
## INK & BRUSH

Tušš ja jaapani kalligraafia pintsel on üks võimalik kooslus spontaansuse väljendamiseks pakkudes interpreteerimisvõimalusi täpselt nii palju, kui on vaatajaid. Siin on mõned näited sellest, mida olen kasutanud oma töödes plakatitele või postkaartide jaoks.

” Ink and Japanese calligraphy brush readily lend themselves to spontaneous expression. Their abstract creations produce as many interpretations as there are viewers. Here are some examples of my work that I have used in creating posters and postcards.



# 02



## KAMON

Inspireerituna jaapanipärasest perekonna embleemist (*kamon*), on siin loodud embleemid andmaks edasi vabaduse ja julguse olemust. Need on tehtud tuši valamisest tekkinud elemendi korrapärasest kordamisest ja paigutustest.

” Inspired by Japanese family crests (*kamon*), I created these symbols meant to evoke freedom and courage. These are made by systematic repetition and arrangement of a poured ink element.



mock-up -> graphicburger.com



mock-up -> pixeden.com

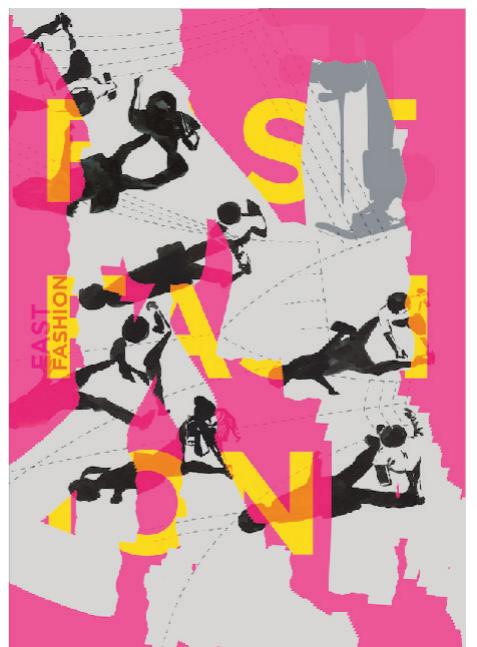
# 03

## POSTER SERIES

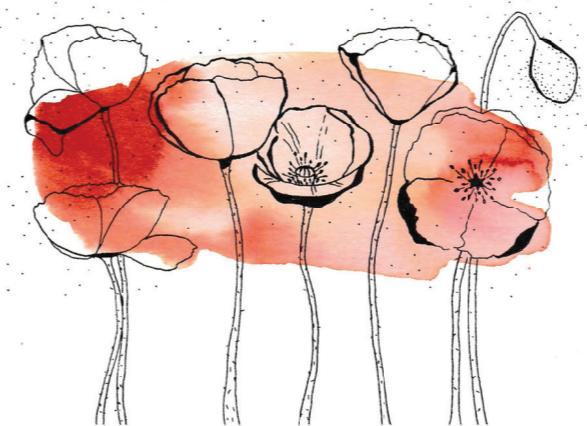


Kiirmoetööstuse mõjud keskkonnale on tee-  
ma, mida adekvaatsema ja suurema pildi  
saamiseks võiks vaadelda linnu lennukör-  
guselt. Ületarbimine kahjustab keskkonda  
tootmisprotsessi tõttu tootjariikides; rõivaste  
globaalsest transpormisest tuleneva süsi-  
nik emissiooni kaudu; ja kasutatud rõivaste  
maataiteks saamise ja põletamisest tuleneva  
tõttu. Need plakatid on osa seeriast, mis on  
suunatud kiirmore negatiivsetele mõjudele,  
koostöös brändiga Reet Aus ([www.reetaus.com](http://www.reetaus.com)) minu lõputööna. Olen siin kasutanud  
tuši pintslit ja digitaalsete töövahenditega.

”The environmental impact of fast fashion  
is a subject matter that needs to be exami-  
ned from a birds’ eye perspective in order to  
see the larger picture. Our overconsumption  
damages the environment through rapid  
production of clothing in the manufacturing  
countries; via carbon emissions during its  
transportation around the globe; and through  
disposal of lightly used clothing in landfills  
and incinerators in the consuming countries.  
These posters are part of a series about the  
negative consequences of fast fashion crea-  
ted in collaboration with Reet Aus ([www.reetaus.com](http://www.reetaus.com)) for my final thesis. I used ink with  
brush and digital tools.



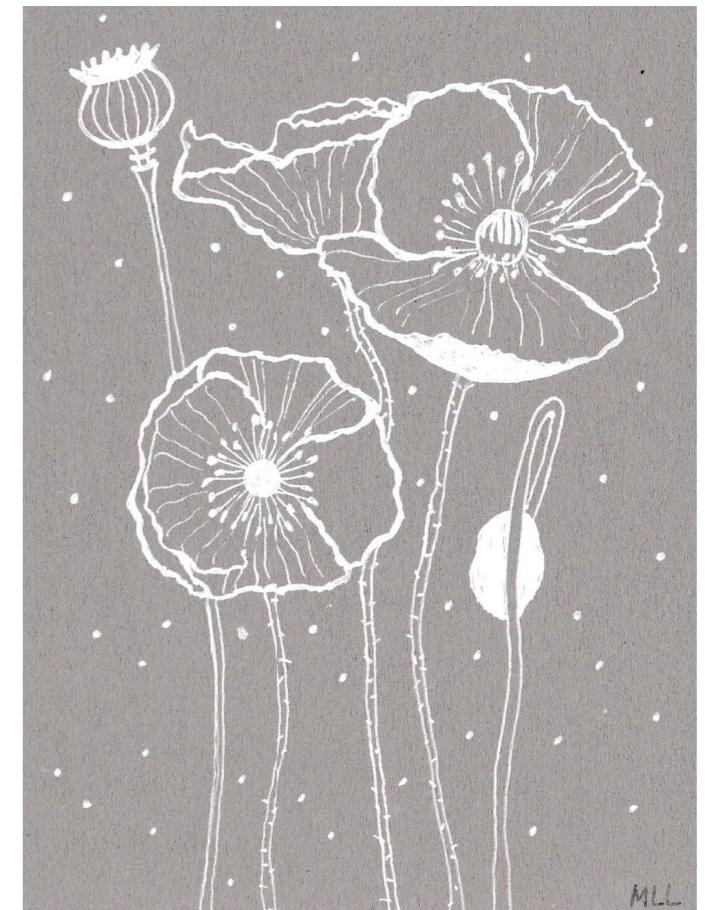
# 04



## POSTCARDS

Tintenpeni ja vabakäejoont olen kasutanud nende postkaartide kujundamisel. Tegin 25 erinevat postkaarti *fundraisingu* eesmärgil Tartu Waldorfgümnaasiumile.

“These handmade postcards (total of 25 distinct designs) were made with pen and paper for a fundraising event for Tartu’s Waldorf School.



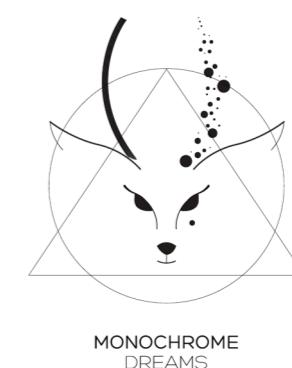
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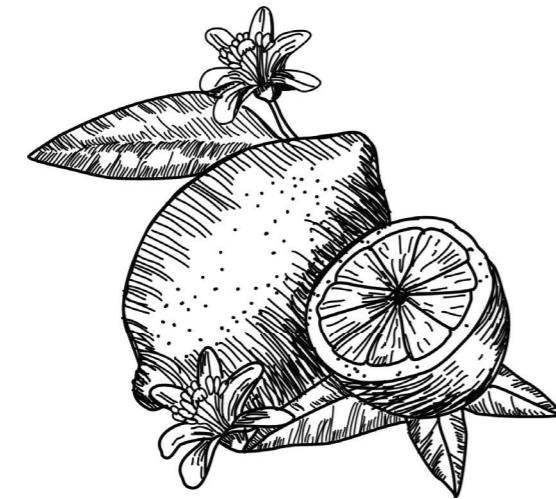
## STYLIZATION

Mitmel erineval moel on võimalik stiliseerida ja esitada ühte looma? Need illustratsioonid - mõned koos spontaanse tuši kompositiooniaga - on loodud minu esimese aasta graafilise disaini õpingute ajal.

” How many different ways can an animal be depicted and still remain recognizable? These illustrations - some including spontaneous ink elements - were created as part of my first year graphic design studies.



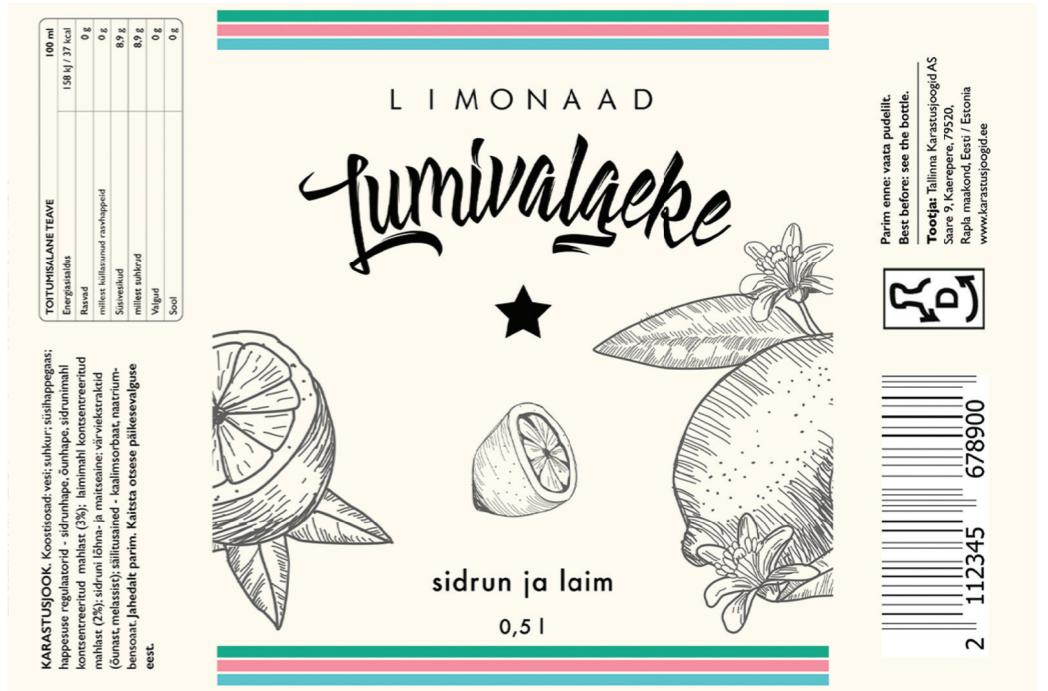
# 06



## LABEL DESIGN

See pakendidisaini kontseptsioon on loodud klassikalisele limonaadisarjale - Buratino, Lumivalgeke ja Tarhun. Etikettide kujundusstiil ja pudelite tüüp on valitud selline, mis ilmestaks ja tooks esile nostalgilist tunnet tarbijas, kes limonaadi oma nooruses nautis.

” This is a package design concept for a classic Estonian lemonade series - Buratino, Lumivalgeke and Tarhun. The style of the labels together with the bottle type are meant to evoke a retro/nostalgic feeling in consumers who likely enjoyed these drinks in their youth.



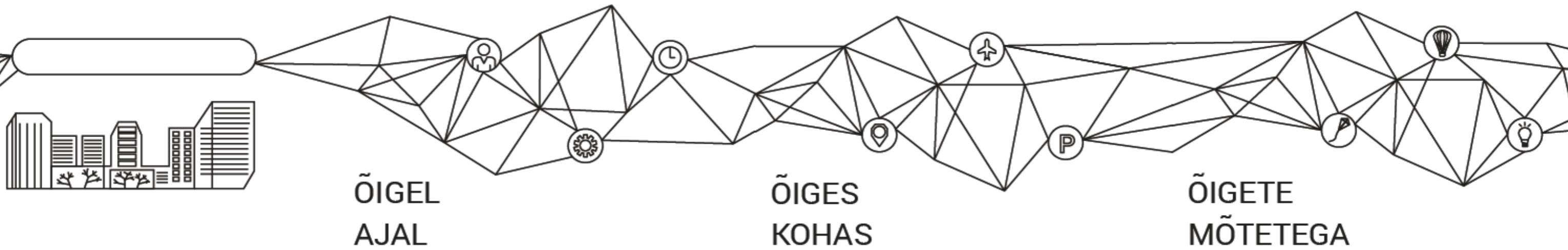
mock-up -> inc-design.com



mock-up -> inc-design.com



# 07



## PACKAGE DESIGN

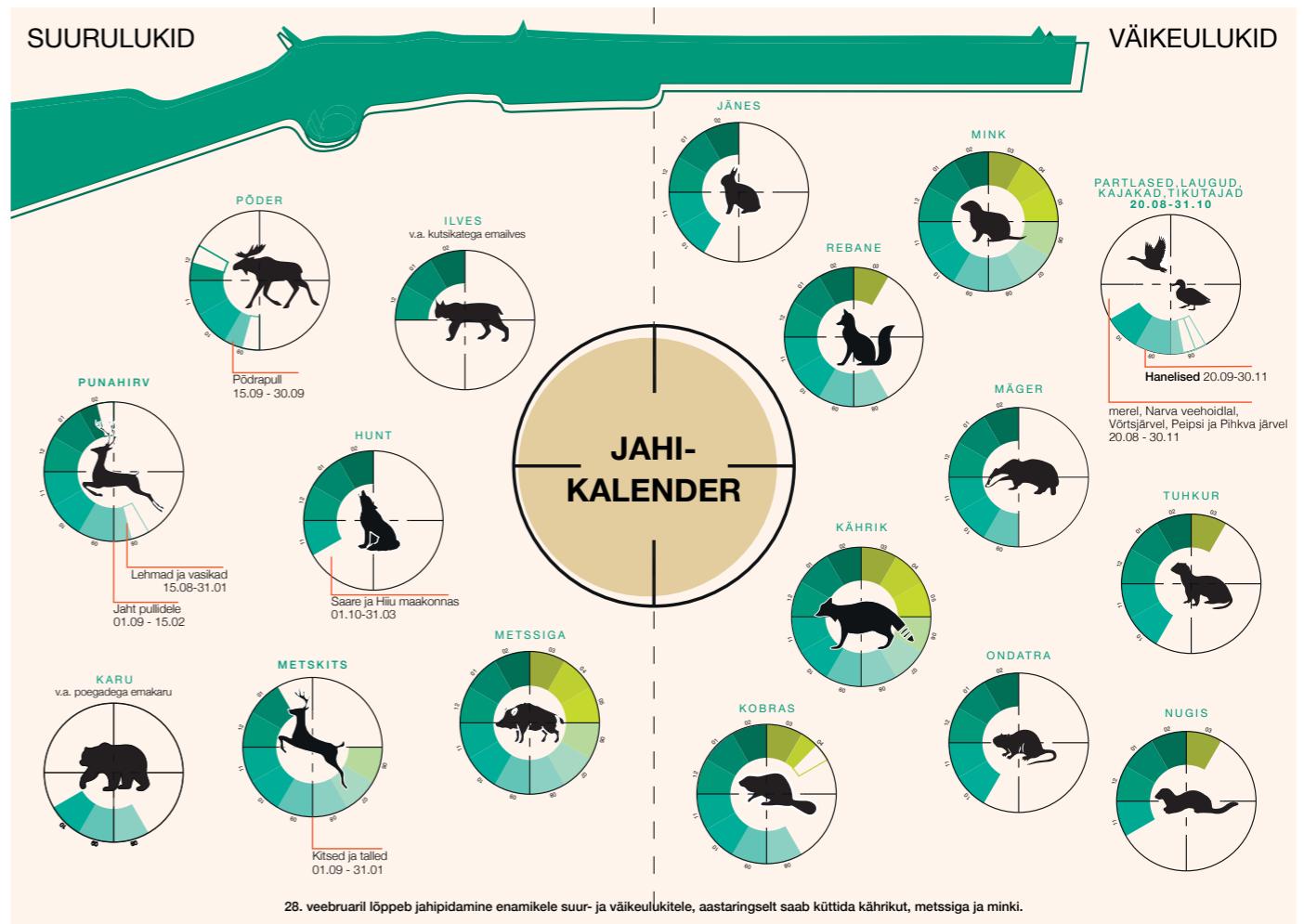
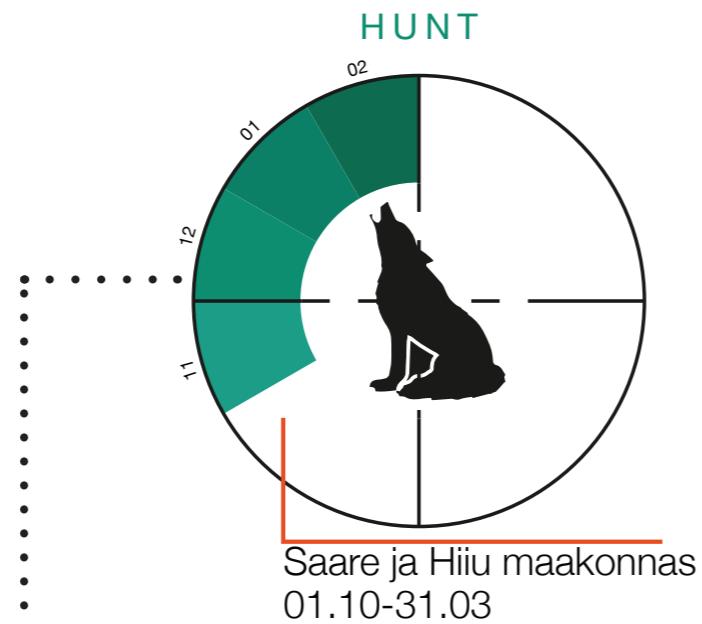


Ülemiste City töötajatele mõeldud bento box toidukarbi kujunduse kontseptsioon toob esile linnaku olemuse. Kujunduses olen lähtunud linnaku põhiväärtustest - Õigel ajal, Õiges kohas, Õigete mõtetega - ning ühendanud need viisil, mis toob esile high-tech linnaku loomuse. Valminud koolitööna.

”Bento style lunch box concept created for the Ülemiste City business park in Tallinn. To capture the essence of Ülemiste City, I adapted its stated core values - At the right time, At the right place, With the right mindset - and embedded them in a design intended to represent the high-tech nature of this enterprise hub. Made as part of my school work.



# 08



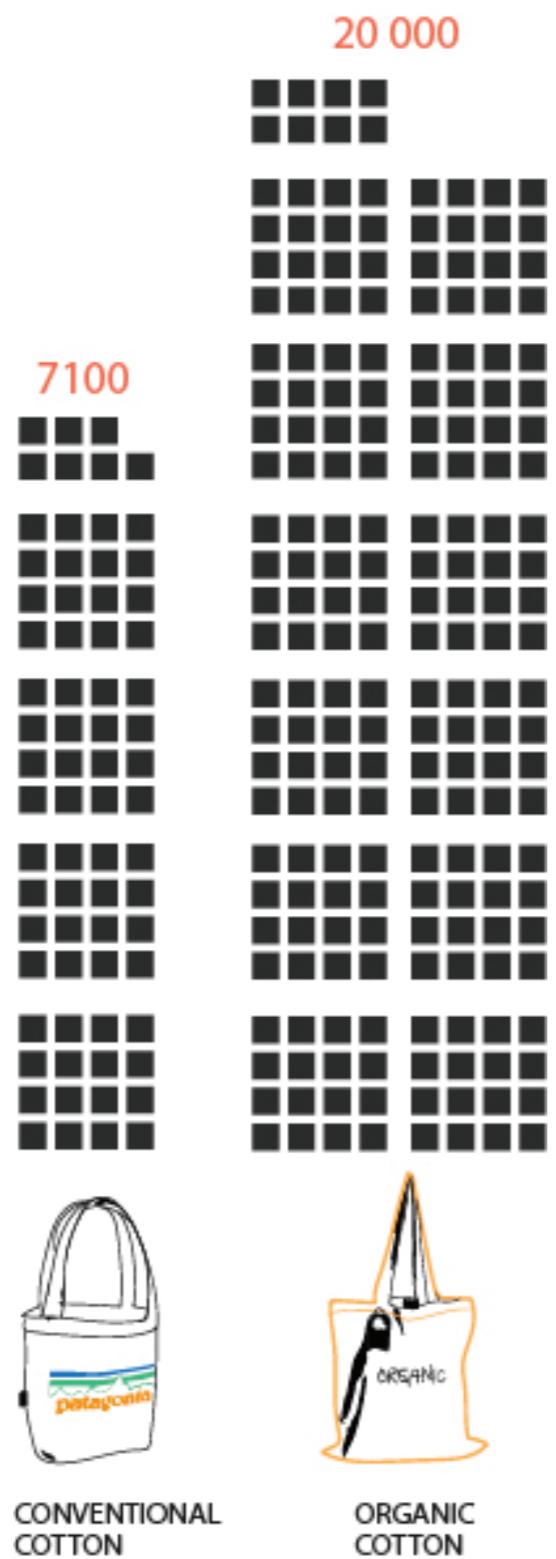
## INFOGRAPHIC 1

Mulle meeldib väljakutse, mida eeldab väga hea infograafika tegemine - andmekogumi analüüsime ja selle visuaalseks keeleks kujundamine. Selle koolitööna valminud jahikalendri puhul oli põnevaim disainilahenduse välja töötamine nii, et see edastaks info selgelt.

“I love the challenge that lies in making a great infographic - deeply understanding the underlying data and transforming it into a visual language. The most stimulating part of the design process for this hunting calendar was finding the right solution for presenting the information clearly and concisely. The calendar was created as part of a school course.

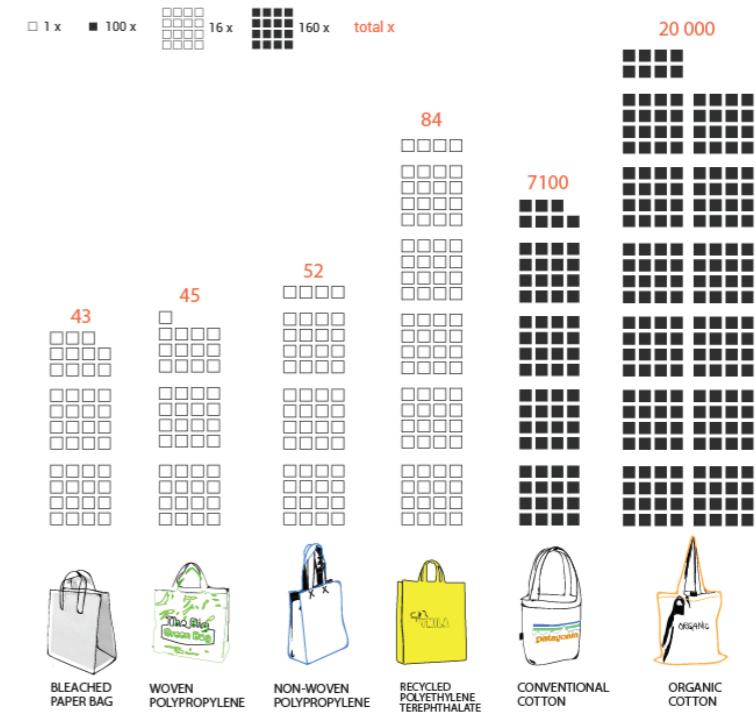


# 09



This infographic is based on a report LCA of grocery carrier bags published by The Danish Environmental Protection Agency, 2018.

HOW MANY REUSES ARE NECESSARY TO HAVE THE SAME CUMULATIVE ENVIRONMENTAL IMPACT AS A CLASSIC PLASTIC BAG

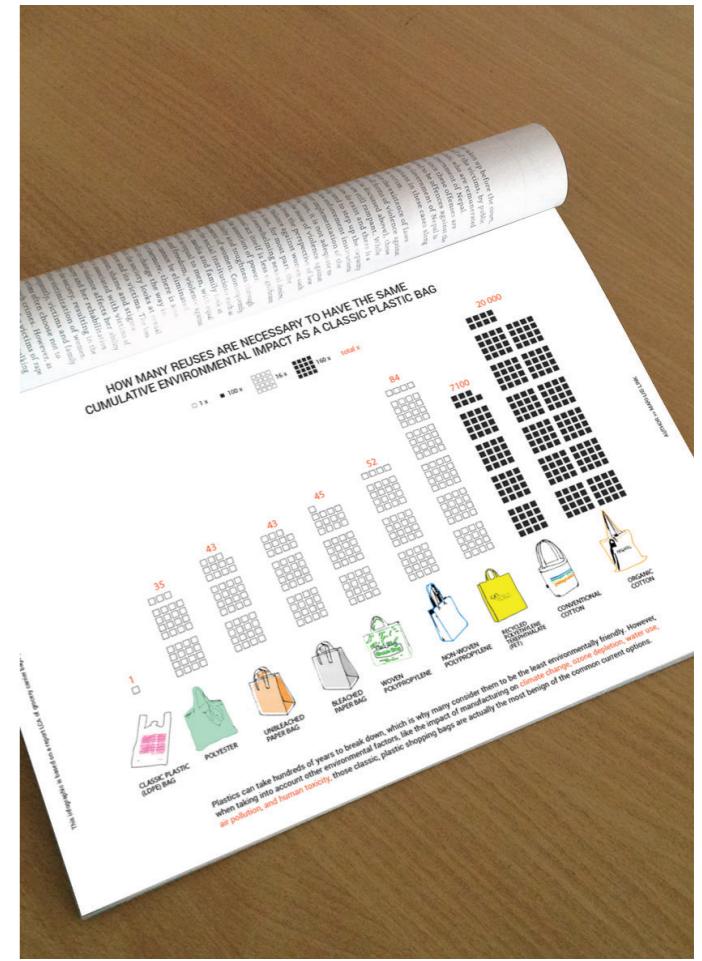


Plastics can take hundreds of years to break down, which is why many consider them to be the least environmentally friendly. However, when taking into account other environmental factors, like the impact of manufacturing on [climate change](#), [ozone depletion](#), [water use](#), [air pollution](#), and [human toxicity](#), those classic, plastic shopping bags are actually the most benign of the common current options.

## INFOGRAPHIC 2

Selle töö puhul oli suurimaks väljakutseks esitada suure erinevusega numbrilised väärtsused efektiivselt. Inspireerituna radiatsiooni doosi tabelist (R. Munroe) kujundasin infograafika, mis näitab mitu korda on vaja taaskasutada erinevatest materjalidest poekotte, et selle kumulatiivne mõju keskkonnale oleks sama-väärne kilekoti omale.

”The main challenge here was effective representation of a large range of numbers. Inspired by the Radiation Dose Chart (R. Munroe), I created this illustration to show how many reuses of different shopping bags are necessary for them to have the same cumulative environmental impact as a classic plastic bag.



AUTHOR >> MARI-LIS LINK

I CAN  
DO THIS  
EVERY DAY