

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-Liis 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

1984

2004

2012

2015

2016

2017

2018

2019

2020



2004-2011
Tallinn University of Technology,
Accounting



2015
Tartu Centre for Creative Indus-
tries, Business Planning



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



2019, July
1st 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
2nd internship at the Opinion Fes-
tival Estonia

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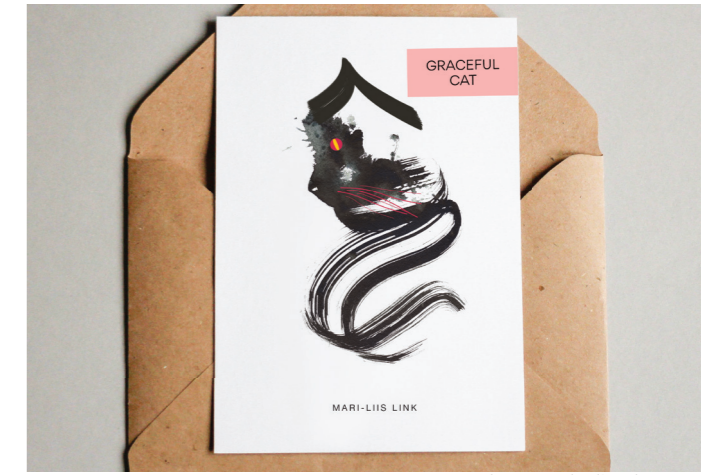


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01



mock-up -> dealjumbo.com



mock-up -> dealjumbo.com

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.

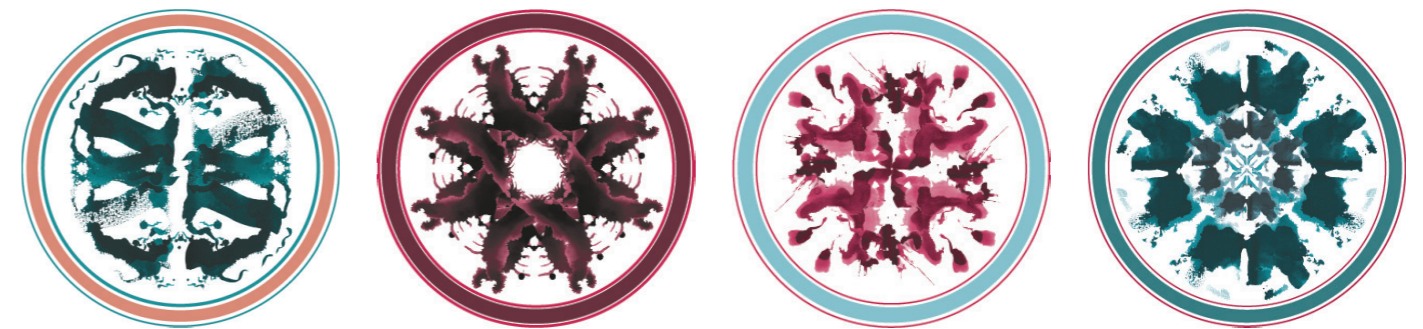
Here are some examples of my work that I have used in creating posters and postcards.



02



mock-up -> graphicburger.com



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 paigutusest.

”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 -> pixeden.com

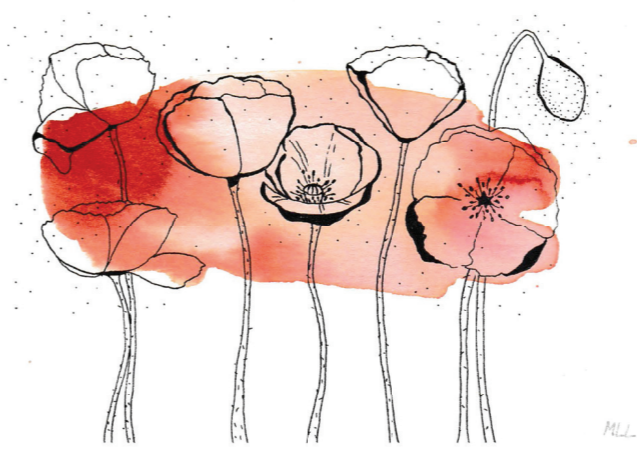
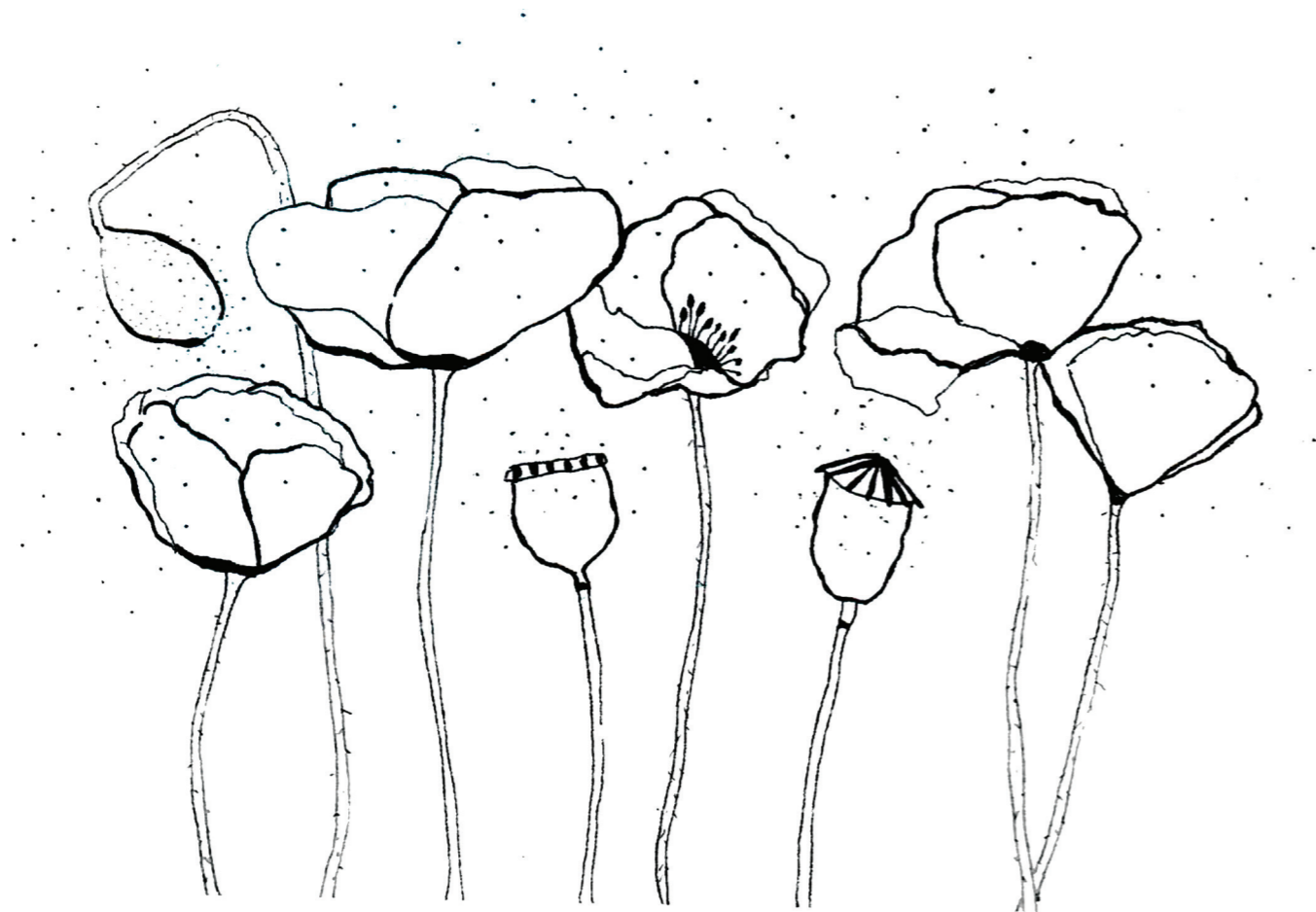


POSTER SERIES

Kiirmoetööstuse mõjud keskkonnale on teema, mida adekvaatsema ja suurema pildi saamiseks võiks vaadelda linnu lennukõrguselt. Ületarbimine kahjustab keskkonda tootmisprotsessi tõttu tootjariikides; rõivaste globaalsest transportimisest tuleneva süsinik 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) minu lõputööna. Olen siin kasutanud tuši pintslit ja digitaalsete töövahenditega.

” The environmental impact of fast fashion is a subject matter that needs to be examined 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 created in collaboration with Reet Aus (www.reetaus.com) for my final thesis. I used ink with brush and digital tools.





mock-up -> dealjumbo.com



mock-up -> dealjumbo.com

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.

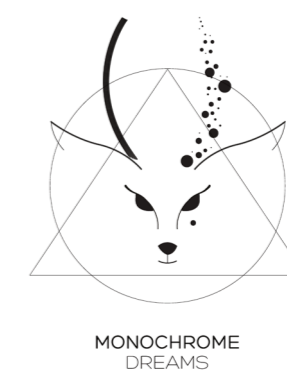


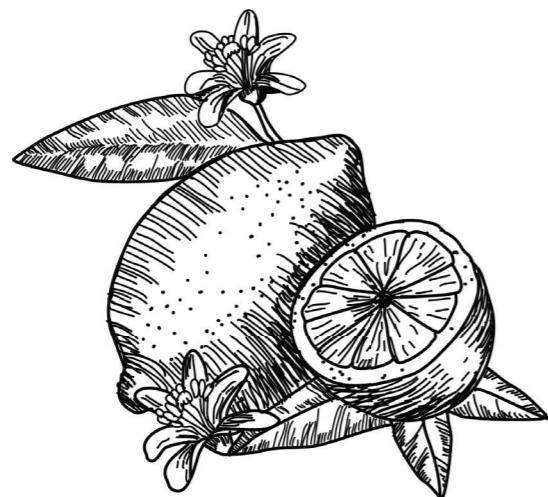


STYLIZATION

Mitmel erineval moel on võimalik stiliseerida ja esitada ühte looma? Need illustratsioonid - mõned koos spontaanse tuši kompositsiooniga - 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.





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.

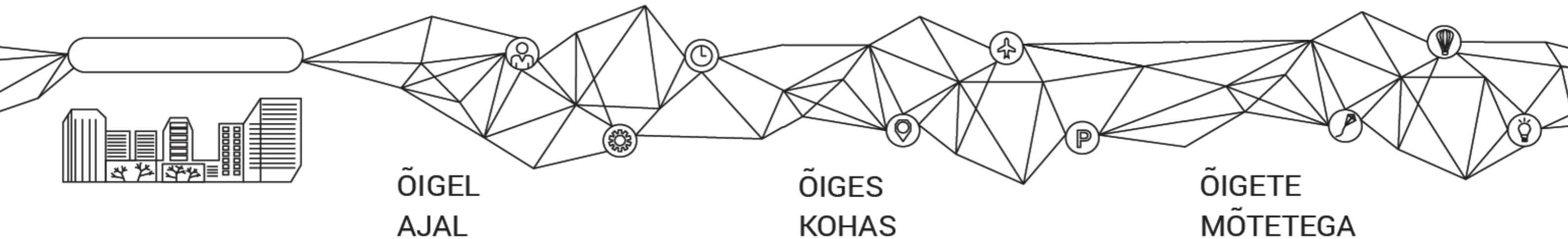
”This is a package design concept for a classic Estonian lemonade series - Buratino, Lumivalgeke and Tarhun. The style of the labels together with the bottle type are meant to evoke a retro/nostalgic feeling in consumers who likely enjoyed these drinks in their youth.



mock-up -> inc-design.com



mock-up -> inc-design.com



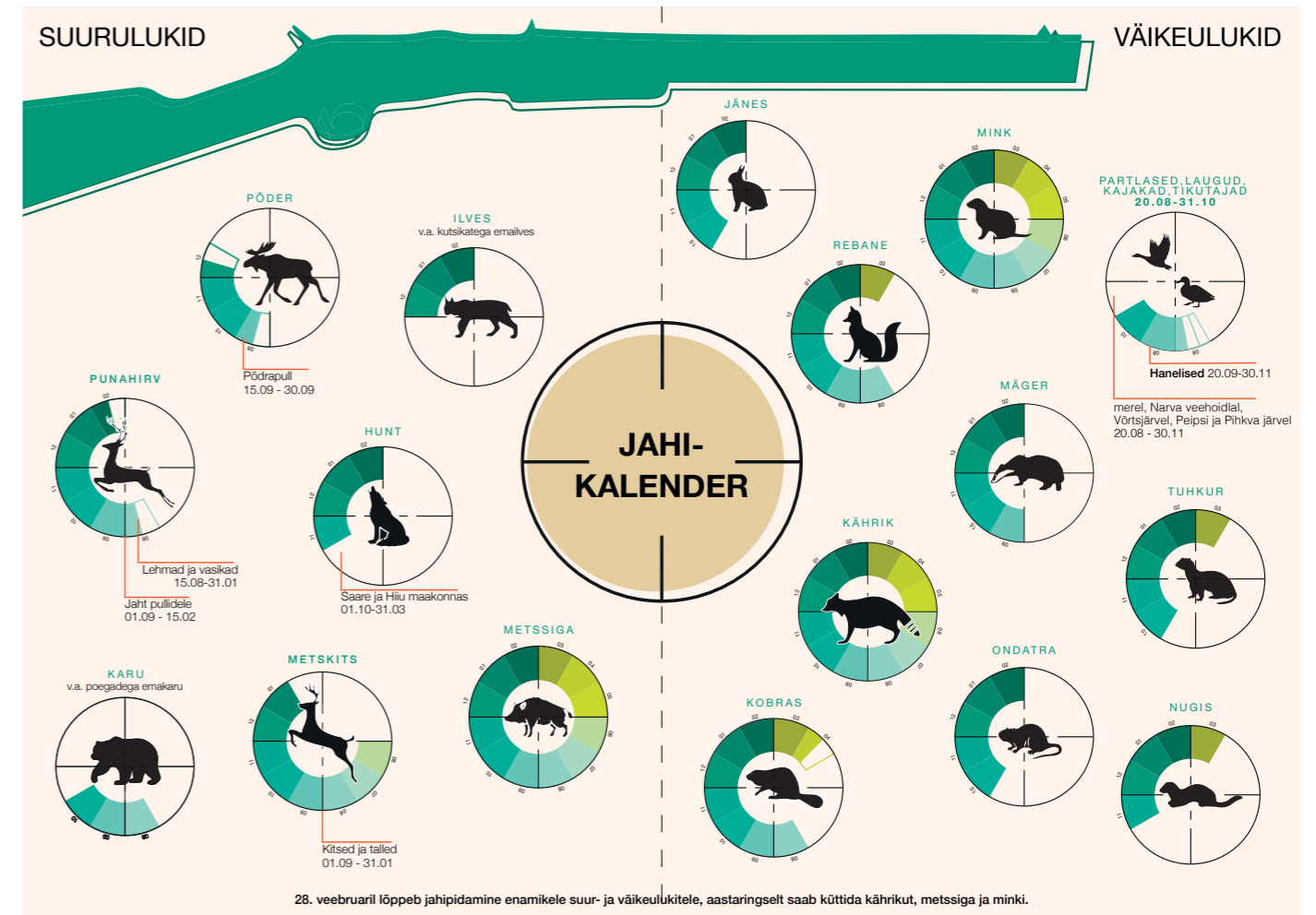
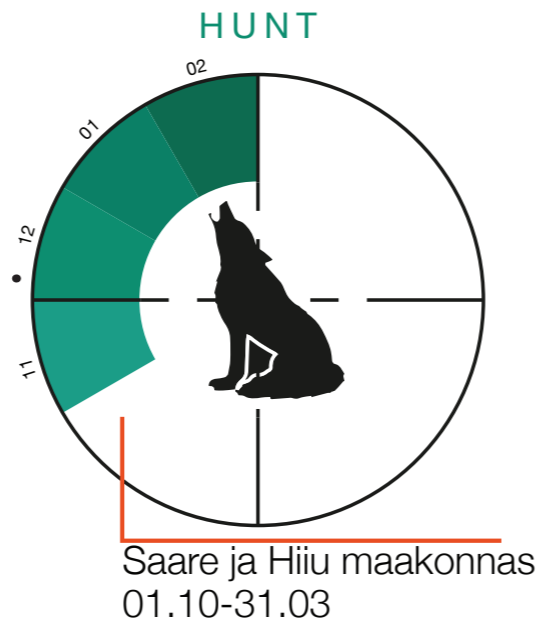
PACKAGE DESIGN



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 koolitöona.

” 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.



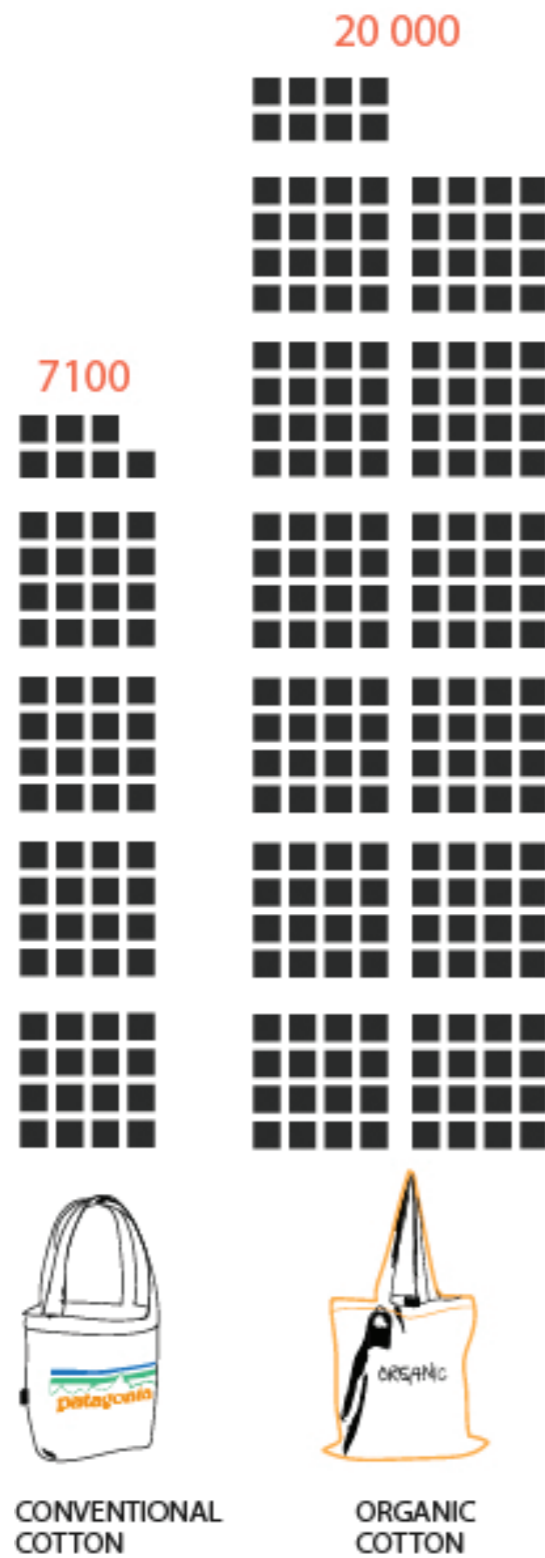


INFOGRAPHIC 1

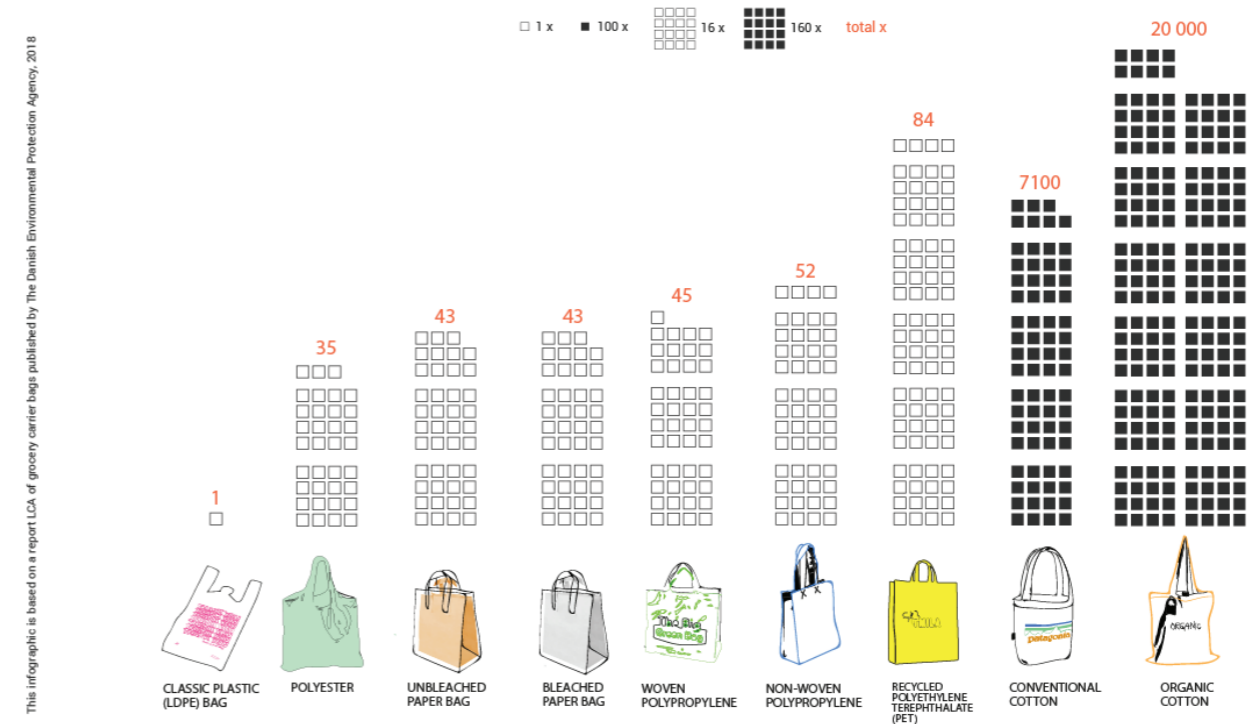
Mulle meeldib väljakutse, mida eeldab väga hea infograafika tegemine - andmekogumi analüüsimine ja selle visuaalseks keeleks kujundamine. Selle koolitööna valminud jahikalendri puhul oli põnevaim disainilahenduse välja töötamine nii, et see edastaks info selgelt.

”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.





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

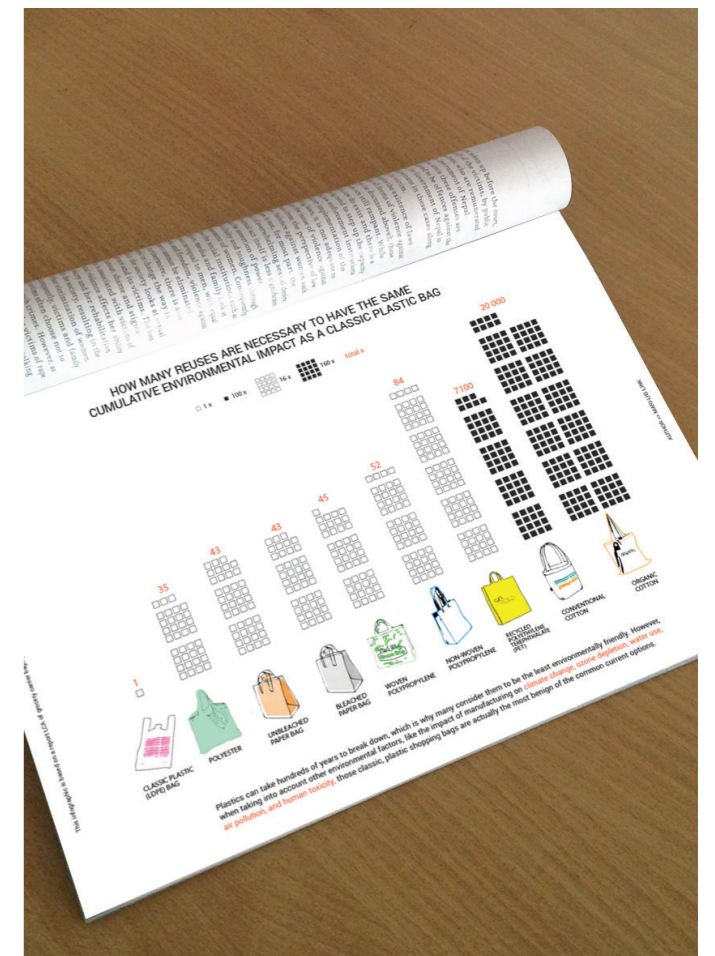


Plastics can take hundreds of years to break down, which is why many consider them to be the least environmentally friendly. However, when taking into account other environmental factors, like the impact of manufacturing on **climate change, ozone depletion, water use, air pollution, and human toxicity**, 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 väärtused efektiivselt. Inspireerituna radiatsiooni doosi tabelist (R. Munroe) kujundasid 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.



I CAN
DO THIS
EVERYDAY