

MARI PETERSSON

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SENIOR CREATIVE | DESIGN + PRODUCTION

PROFILE

A multidisciplinary senior creative with over 20 years of experience across global agencies and enterprise-level production. After 8 years as a technical content designer at Fisher & Paykel Appliances, I have returned to freelance practice under the Madinagoodway name. I bring a rare combination of creative thinking and technical precision – equally comfortable leading a brand identity project and rolling up my sleeves on complex production work. I specialise in creating things that are both visually strong and built properly, from a single asset to large-scale multi-language outputs.

CORE SKILLS

- **Creative problem solving:** bringing ideas, creative thinking, and a user-first approach to briefs of any size
 - **Corporate design:** brand identity, logos, iconography, signage, merchandise, and templates to keep everything consistent
 - **Retail & direct mail:** point-of-sale, promotions, packaging, outdoor, guerrilla, flyers, letterbox DM, and eDM
 - **Illustration:** original drawings and hand-crafted visuals with a personal touch
 - **Production & print:** finished art, pre-press, file preparation, die-cut impositions, and multi-language production
 - **Technical precision:** compliance materials, proofreading, quality checking, and frameworks for consistency across projects
 - **Software & AI:** expert InDesign, Illustrator, Photoshop, and Acrobat – plus AI tools to work faster and smarter
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EXPERIENCE

MADINAGOODWAY | SENIOR CREATIVE | DESIGN + PRODUCTION

Jun 2026–present

FISHER & PAYKEL APPLIANCES | PRODUCT CONTENT DESIGNER

Jan 2018–Jun 2026

I managed the technical design lifecycle for global product content, acting as a primary visual partner for the engineering and compliance departments. My role was centred on creating the structural sources of truth for the brand – developing master InDesign templates and UI assets that allow for seamless global distribution.

- **Lead specialist for complex production:** managed the execution of high-complexity, multi-language literature, ensuring localised text and regional specifications are technically accurate across diverse global markets
- **UI and wayfinding:** designed and maintained iconography suites used for website navigation and product literature to improve user experience and visual alignment
- **Brand governance:** developed and maintained the master InDesign frameworks used by the wider team to ensure strict brand consistency and efficient production workflows
- **Workflow Automation & AI-driven Efficiency:** developed and deployed AI-assisted scripts to eliminate repetitive tasks and deliver large-scale production efficiencies across the team, including a custom naming-convention tool to automate the concatenation of complex PIM (InRiver) asset logic, standardising global asset management.

MADINAGOODWAY LTD | FOUNDER + SENIOR CREATIVE

Feb 2008–Feb 2019

As owner-operator, I provided creative services for select direct clients, leading the entire creative process from initial concept and strategy to the final millimetre and pixel of finished art. I also collaborated as a flexible creative partner with leading advertising agencies and SMEs, contributing to through-the-line campaigns and brand identities for national brands including Farmers, Vodafone, Finance Now, and IBM.

EARLIER ROLES

- Art Director/Designer (Contract) | justONE, Auckland (2008–2012)
 - Art Director | G2 (Grey Group) & TEQUILA\ (TBWA Group), Auckland (2004–2008)
 - Art Director/Designer | K2 Creative (Kingram Group), Dublin
 - Art Director/Designer | Target Interactive & Dialogue, Dublin
 - Art Director | Ammirati Puris Lintas and Bates Saatchi & Saatchi, Helsinki
 - Production Art Director | SOK Marketing (COOP), Helsinki
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RECOGNITION

Award-winning Art Direction and Visual Strategy for global brands including Oxfam, ASB, and Bridgestone

- **Design Excellence:** Verified Top 10% globally for Design Skills (LinkedIn assessment)
 - **Major Honours:** Recipient of 20+ international & local awards including Grand Prix, Gold, and Silver (Effie Awards, DMA Echos, RSVP, and John Caples)
 - **Key Projects:** Lead Designer for Farmers Beauty Club (Grand Prix) and Art Director/Designer for Oxfam 'Unwrapped' (Top 10 NZ Campaign, The Big Won)
 - **Global Reach:** Finalist/Winner at London International Advertising Awards, New York Festivals, and DM Asia
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COMMUNITY & PROJECTS

AUCKLAND FINNISH SOCIETY | COMMITTEE MEMBER & DESIGNER

Directed end-to-end visual communications and digital strategy for the local diaspora; managed high-engagement newsletter production, social media growth and community event coordination

DANCE YOURSELF HAPPY | FOUNDER & ORGANISER

Conceptualised and ran a council-funded community health initiative; successfully secured multiple grants and managed all branding, digital marketing, dance sessions with [custom DJ mixes](#), and a weekly radio broadcast pivot during lockdown

BROADCASTING & VOICEOVER | HELSINKI & AUCKLAND

Extensive background as a radio host and resident club DJ; provided professional voiceover services for international media and radio advertising, specialising in character work and rhythmic vocal performances (including the 'chook' for the award-winning [Oxfam 'Unwrapped'](#) campaign)

EDUCATION

ARTISAN (Graphic Artist)

Vantaa Institute of Arts and Crafts, Vantaa, Finland

REFERENCES

Available upon request