

MARI PETTERSSON

Auckland, New Zealand | +64 21 242 6900 | moi@madinagoodway.com

LinkedIn: [/mari-pettersson](#)

Portfolio: [madinagoodway.com](#)



madinagoodway

SENIOR CREATIVE | DESIGN + PRODUCTION | VOICE TALENT

PROFILE

A multidisciplinary senior creative with experience across global agencies and enterprise-level production. After 8 years as a product 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 | VOICE TALENT* (see page 2)

Jun 2026–present

FISHER & PAYKEL APPLIANCES | PRODUCT CONTENT DESIGNER

Jan 2018–Jun 2026 (contract via Madinagoodway Ltd, then permanent)

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 and 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 and SMEs, leading the entire process from initial concept and strategy through to finished art. I also partnered with agencies including justONE, RAPP, Chemistry and Colenso, conceiving and designing direct mail, point-of-sale and promotional campaigns for national brands such as BMW, Farmers, Finance Now, IBM, Subway and Vodafone.

EARLIER ROLES

- Graphic Designer (Contract) | Farmers Trading Company, Auckland
 - Art Director/Designer (Contract) | justONE, Auckland
 - Art Director/Designer | TEQUILA\ (TBWA Group), Auckland
 - Art Director/Designer | G2 (Grey Group), Auckland
 - Art Director/Designer | K2 Creative (Kingham Group), Dublin, Ireland
 - Art Director/Designer | Target Interactive & Dialogue, Dublin, Ireland
 - Art Director | Ammirati Puris Lintas and Bates Saatchi & Saatchi, Helsinki, Finland
 - Production Art Director | SOK Marketing (COOP), Helsinki, Finland
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RECOGNITION

Award-winning art direction and design for brands including Oxfam, Farmers and Aer Lingus, with international shortlistings for Unilever (Bio Luvil), Jamont (Lotus Professional), ASB and Bridgestone.

- **Design Excellence:** Verified Top 10% globally for Adobe InDesign (former LinkedIn assessment)
 - **Major Honours:** Recipient of 20+ international and 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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VOICEOVER & BROADCASTING

- Professional voiceover work from a home studio in Auckland, listed on [Voice123](#) and [Voquent](#).
 - Finnish-language dubbing for Les Mills' global Nestlé Fitness campaign workouts.
 - Voiced the squealing "Buy Me" chook character for the award-winning [Oxfam 'Unwrapped'](#) campaign.
 - Background as a radio host and resident club DJ in Finland underpins natural comfort on mic and with audio production. Various radio ads and jingles done during this period.
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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.

EDUCATION

FUNDAMENTALS OF AUDIO EDITING (ongoing)

Metropolia University of Applied Sciences (Open UAS), Finland

FUNDAMENTALS OF VIDEO EDITING (ongoing)

Metropolia University of Applied Sciences (Open UAS), Finland

ARTISAN (Graphic Artist)

Vantaa Institute of Arts and Crafts, Vantaa, Finland