HAAPIO
CREATIVE

CV & PROFESSIONAL PROFILE

Tuuli Haapio

Haapio is a Finnish designer, illustrator and creative director whose work explores the relationship between surface, materiality and visual storytelling. Her multidisciplinary practice spans illustration, textiles, ceramic surfaces, product design and visual communication, often translating a single concept across multiple materials and applications.

Over the past fifteen years, she has collaborated with internationally recognized brands and studios including Louis Vuitton, Moooi, Marcel Wanders Studio and Diageo. Her work has been presented at Milan Design Week, Paris Déco Off and Cersaie Fair, and in 2024 she held her first solo exhibition, Under the Surface, with The Finnish Illustration Association.

Haapio's work is characterized by a fascination with character, rich visual details and the meeting point of illustration and materiality. She is drawn to contemporary folklore, decorative expression and the tactile nature of objects, continuously exploring how visual narratives can be translated into physical form through different materials, techniques and scales.

Born: 1982 Hyvinkää, Finland
Currently living and working in
Helsinki & Amsterdam

+358 50 366 6982
work@haapiocreative.com

www.haapiocreative.com
IG: haapiocreative
Linkedin: tuuli-haapio

EDUCATION

Bachelor of Arts, Visual Communication

Metropolia UAS, Helsinki – Multiform learning study, 2023

- Branding & editorial graphic design
- Motion graphics & animation
- Digital Illustration
- Bachelor Thesis: Perspectives on 3D Surface Pattern Design

Master of Arts, Textile Art and Design

Aalto University, School of Art and Design, Helsinki, 2012

- Brand & design management
- Business & entrepreneurship
- Commercial collection design
- CAD for prints & woven jacquards
- Textile design for hospitality sector
- Master's Thesis (Theory): Political statement prints in European fashion history
- Master's Thesis (Collection): Storytelling scarves – statement prints in a contemporary context

Bachelor of Arts, Interior Oriented Textile Design

EVTEK Institute of Art and Design, Vantaa, 2008

- Expertise in woven, knitted, and printed textile design
- Exchange Program (2007): IED Istituto Europeo di Design, Rome
- Bachelor Thesis: Industrial tile range design

INTERNATIONAL EXPERIENCE

Amsterdam, The Netherlands, 2012–2020

Stockholm, Sweden, 2010–2012

Rome, Italy (Exchange Program), 2008

Milan, Italy (Exchange Program), 1999–2000

Clients in Italy, France, and the Netherlands.

Additionally experienced in working with international partners, manufacturers and production facilities in Belgium, the States, Japan, China, India and Turkey

ADDITIONAL STUDIES

Virtual Production (Unreal Engine),
3D Printing,
Artificial Intelligence
Metropolia Open University, 2025

Service Design Basics & Creative Leadership
Laurea Open University, 2019

Personal Leadership, Time Management,
Hard & Soft Skills
Marcel Wanders Studio courses, 2016–2019

Design Management
Lapland Open University, 2009

WORKING EXPERIENCE

Founder & Creative Director
Haapio Creative (2019–Present)

- Independent design studio specializing in surface design, illustration and visual concepts.
- Selected clients include Moooi, Louis Vuitton, Diageo, Arabia, Marcel Wanders Studio and Nanso.

Senior Graphic Designer & Project Lead
Marcel Wanders Studio (2015–2019)

- Surface patterns, graphics and illustrations for luxury interiors and products.
- Storytelling concepts and collection design.
- Team leadership, project coordination and mentoring.

Senior Designer
Essenza Home (2014–2015)

- Seasonal trends, concept development and artwork design.
- Product categories: bedlinen, homewear, bath textiles and accessories.

Freelance Designer
Tuuli Haapio t:mi (2012–2015)

Fashion Print Designer, Head of Graphic Team
MEXX Europe (2012–2013)

Print Designer, H&M+ & Mama
H&M (2010–2012)

Surface Pattern Designer
Pukkila (2008)

POSITIONS OF TRUST

Member of the Design Advisory Board
(Muotoilun neuvottelukunta)
Metropolia University of Applied Sciences, 2026–

Chairman of the Board
Private Housing Association, 2026–

Member of the Works Council
Marcel Wanders Studio, 2018–2020

SELECTED PROJECTS & COMMISSIONS

Waterland Private Equity – Bespoke Notebook (2026)

Louis Vuitton – Constellation Tableware (2025)

Moooi × Theory11 – Extinct Animals Playing Cards (2023–2026)

Moooi × ABK – Nesting Room Ceramic Collection (2024–2025)

Moooi × Arte – Green House Wall covering Collection (2024)

Moooi × Arte – Memento Moooi Wall covering Collection (2022)

Marcel Wanders × Decorté – Kimono Fragrance Line (2020)

Marcel Wanders × BN – Neo Royal Wallpaper Collection (2017)

EXHIBITIONS

Solo Exhibition

Under the Surface
The Finnish Illustration Association, Helsinki
17 August – 15 September 2024

International Exhibitions & Launches

Moooi Carpets, Quiet Collection 2.0
Milan Design Week (2026)

Moooi x ABK, Ceramic Surfaces Collection
Cersaie, Bologna (2025)

Louis Vuitton, Tableware Collection
Milan Design Week (2025)

Moooi x Arte, Greenhouse Collection
Milan Design Week (2024)

Moooi x Arte, Memento Moooi Collection
Paris Déco Off (2022)
Milan Design Week (2022)

AWARDS & GRANTS

Winner, Design Competition

Street Furniture "Cress"
Pukkila Oy, Turku, 2007

Working Grant (2 months)

Animated Surface Pattern Design
The Finnish Illustration Association (Kuvittajat ry), 2024