

# Jenna Pyörälä

## Designer and MFA candidate

Jenna has gained a broad experience in textile, surface and interior design during her studies and work in the field. Her professional practice combines traditional methods with new technologies, aiming to develop innovative designs that are purposeful, visually intriguing and sustainable. Her MFA research focuses on ornamental design practice and its traditions.

### Work experience

- September 2017 - present Teaching Assistant  
*University of California, Davis, Department of Design, CA, USA*
- Leading discussions, evaluating design projects, instructing students in their work, giving feedback & analyzing works, giving presentations in design related themes, organizing critiques
  - Courses taught:
    - Form and Color
    - Pattern, Form and Surface
    - Introduction to Structural Design for Fashion
    - Introduction to Design
- May - August 2017 Assistant Designer  
*Vallila Interior, Helsinki Finland*
- Editing print & pattern designs for textile products
  - Creating textile designs
  - Coloring designs & creating color instructions
  - Mapping customer profiles
  - Planning catalogues for design products
  - Creating visualization pictures for products in use
  - Making instructions of designs for production

### Education

- 2017 - 2019 Master of Fine Arts - Textile & Surface Design  
*University of California, Davis, CA, USA*
- 2014 - 2017 Bachelor of Arts - Interior & Textile Design  
*University of Lapland, Rovaniemi, Finland*
- 2013 - 2014 Fine Arts Studies  
*Liminka School of Art, Liminka, Finland*

### Creative Works

- 2017 - 2018 Ornamental Design Series
- Analyzing ornamental design traditions and creating own designs based on the principles and key elements found
- 2017 - 2018 Californian vs Finnish Nature Textile Art Series
- Series of 3 wallhangings produced by digitally printing hand-drawn and digitally composed artworks on textile and machine- embroidered
  - One of the designs selected to be sold on shirts on 193 Tees project's website
- 2017 - 2018 Textile Designs for an Exhibition
- 2 textile designs for the "Exit Through the Bathroom" MFA group exhibition in Mondavi Center and at UC Davis Design Museum, related to the community book project "Redefining Realness" by Janet Mock

### Personal information

Address  
800 Adams Street unit 10  
95616 Davis, California, USA

Email  
jkpyorala@ucdavis.edu

Website  
murraudesign.com

Linkedin  
<https://www.linkedin.com/in/jenna-pyorala>

### Languages

Finnish (native language)  
English (professional working proficiency)  
Swedish (limited working proficiency)  
German (limited working proficiency)

### Skills

Textile/Pattern/Exhibition/Product Design  
Concept and Customer Based Design  
Teamwork in Interdisciplinary Teams  
Creative Research and Visual Analysis  
Project Presentation  
Operating Digital Printer, Laser Cutter & Industrial Sewing Machine  
Textile producing methods: weaving, printing  
Presenting and selling designs in an online shop

### Software

Photoshop  
InDesign  
Illustrator  
Microsoft Word  
Microsoft Powerpoint  
Microsoft Excel

- 2017 “Spirit Wanderer” Printed and Woven Textiles
- Customer based design project where the customer wanted fairytale-inspired, mystical space and nature related textile designs
  - Designs produced with printing and jacquard weaving

- 2017 Interior Design for Hotel Kirikeskus
- Interior design concept for a hotel room of a hotel in Lapland, Finland
  - 3D modeled visualization pictures, furniture catalogue and presentation

(more available upon request)

## Exhibitions

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- Autumn 2017 - February 2018 “Exit Through the Bathroom”
- MFA students’ collaboration exhibition related to the UC Davis Community Book Project
  - Held at the Design Museum of UC Davis & Mondavi Center
  - Role: Designer of textile designs in the exhibition, organizer

- Spring 2017 “Taival”
- A collection of student/teacher design works from the University of Lapland, Finland
  - Held in Arktikum, Art and Design Center of Rovaniemi
  - Role: Active participant in the exhibition organizing team

- Autumn 2016 Lapland University’s Textile and Clothing Design 20th Anniversary Exhibition in Rovaniemi, Finland
- Held in Arktikum, Art and Design Center of Rovaniemi
  - Role: Designer of self-produced textile in the exhibition

- Spring 2016 Taiga jewellery shop exhibition
- Textile exhibition in cooperation with Taiga jewellery shop in Rovaniemi, Finland
  - Role: Designer of self-produced textile in the exhibition

- Spring 2015 “Reflections of Transparency”
- Pattern design exhibition, a part of Arctic Design Week
  - Held in Arktikum, Art and Design Center of Rovaniemi
  - Role: Designer, a pattern design presented in the exhibition

## Courses

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### Textiles

Textile design I & II  
 Textiles in a space  
 Textiles in time  
 Printed textiles I & II  
 Studio Practice in Design\*  
 Woven textiles  
 Jacquard weaving I & II  
 Advanced Textile Design\*

### Surfaces

Surface Design  
 Experimental surfaces  
 Surface design workshop  
 Textile Surface Design\*  
 Product Design

### Digital

Digital design  
 Digital visualization  
 Vector graphics

### Other

Interior design  
 Design expertise  
 Arctic aesthetics  
 Product design  
 Sustainable Design  
 Theory and Issues in Design\*  
 Art, design & research I & II