

TIIU KELLASAARE



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Available Internationally

Floral designer with international experience supporting luxury weddings, branding events and retail floristry. Skilled in large-scale installations, high-volume event production, bouquet design. Combining a background in creative direction and design with hands-on floral experience, I bring calm execution, strong work ethic, and an eye for refined detail to freelance event teams and floral studios.

EXPERIENCE

Freelance Floral Designer | [DESEOS](#) | Marbella, Spain | June 2026

- Assisted with large-scale luxury floral installations for weddings and private events.
- Worked within fast-paced production teams executing high-volume floral preparation and event styling.
- Conditioned flowers, prepared floral mechanics, created floral designs, and installed and styled wedding and event spaces.
- Supported event logistics while maintaining quality under demanding production schedules.

Freelance Floral Designer | [SERRA FLOWERS](#) | Mallorca, Spain | April - May 2026

- Assisted with wedding floral design and installation for luxury weddings and branding events.
- Participated in flower farm operations, including planting, cultivating, harvesting, and caring for seasonal flowers within a sustainable "seed-to-vase" production model.
- Gained hands-on experience in sustainable floral production, event preparation, and installation.

Floral Assistant | [ARTISHOK](#) | Tallinn, Estonia | December 2025 - Present

- Assisted in all aspects of daily retail floral operations including flower processing, bouquet production, merchandising, and customer service.
- Prepared custom bouquets and floral arrangements using contemporary design techniques.
- Processed customer orders and assisted clients in selecting flowers for celebrations and special occasions.

Florist Intern | [TERRÁREA](#) | Matosinhos, Portugal | April - May 2025

- Completed an international Erasmus-funded internship exploring sustainable floristry and contemporary European floral design.
- Assisted with daily flower shop operations while integrating floristry within a hospitality environment.
- Developed practical experience in flower care, mechanics, merchandising, and sustainable floral practices.
- Adapted to diverse materials, techniques, and design philosophies within Portuguese floral culture.

PREVIOUS DESIGN & EVENT EXPERIENCE

Wedding Cake Stylist | [SWEET HEATHER ANNE CAKE STUDIO](#) | 2012 – 2014

- Designed bespoke wedding cakes for luxury weddings and corporate celebrations.
- Collaborated with clients and event professionals to create cohesive event aesthetics.
- Executed intricate decorative techniques requiring precision, craftsmanship, and artistic composition.

Chef / Fine Dining & Catering | New York, NY | 2004 – 2007

- Worked in fast-paced fine dining kitchens and luxury catering environments.
- Supported execution of high-profile catered events serving hundreds of guests.
- Developed exceptional organizational skills, teamwork, and the ability to perform under demanding timelines.

Creative Director & UI/UX Designer | [VARIOUS INSTITUTIONS](#) | 2000 – 2022

- Led multidisciplinary creative projects spanning digital design, branding, and user experience.
- Directed creative teams while managing complex projects from concept through execution.
- Developed expertise in composition, color, proportion, balance, texture, and visual storytelling.
- Built strong client relationships through collaboration, creative problem solving, and exceptional attention to detail.

QUALIFICATIONS

Floral Design	• Centerpieces • Bridal bouquets • Floral installations • Event styling • Bouquet production • Retail floristry • Luxury weddings • Flower conditioning & processing • Wiring techniques • Floral color theory
Professional Strengths	• Creative Direction • Spatial Composition & Visual Storytelling • Color Theory & Harmonious Design • Brand & Event Styling • Cross-Disciplinary Design Thinking • Design Systems & Process Development

EDUCATION

HIIUMAA AMETIKOOL (HIIUMAA VOCATIONAL SCHOOL) | Vocational Studies, Florist
2026, Hiiumaa, Estonia

INSTITUTE FOR CULINARY EDUCATION / NATURAL GOURMET INSTITUTE FOR HEALTH & CULINARY ARTS | Accredited
Culinary Degree
2006, New York, NY, USA

UNIVERSITY OF MICHIGAN – SCHOOL OF ART & DESIGN | BFA, Graphic Design (Magna Cum Laude)
1997, Ann Arbor, MI, USA