

CV | Jenny Kan | Design Strategist UX

A highly motivated Design Strategist with over 9 years of creative and strategic experience, four of which have been in a senior position. Extensive experience in concepting, branding & designing marketing- and brand- campaigns for global,

regional and local clients across various industries. With her international working experience, she brings a unique blend of knowledge developed through her exposure to different cultural and behavioral settings.

PERSONAL

Name: Jenny Kan

Mobile: +31 6 40 812 109

Email: jenny@jennykan.com

Currently based: Amsterdam

Birthday: 11 may 1983 | **Nationality:** Dutch

Online: www.jennykan.com | www.thesmartpage.org | www.twitter.com/jenniness

Linkedin: <https://nl.linkedin.com/in/jennykannl>

STUDY

2017: Growth Hacking (Design UX) Growth Tribe Hacking Academy Amsterdam

2011: Postgraduate Magazine 2.0 Artemis Styling Academy. Storytelling, creative thinking, concepts, branding, image and copywriting.

2007: Open University London: European Master of Arts, Digital Media Design.

2007: MA Digital Media Design Hogeschool voor de Kunsten Utrecht. Specialisation: Strategy, multimedia formats, concept development, design.

DESIGN STRATEGIST / NEWBIRD

2017 -

In my role as Design Strategist I help business define their value proposition & branding.

- Design Thinking
- Art Direction
- Branding & storytelling
- Coaching junior team members

THE SMART PAGE -

2016 -

The Smart Page is a digital platform on personal effectiveness and leadership skills. Digital platform focused on content marketing, social centric content creation.

- Creative direction
- Point of contact for influencers, key opinion leaders
- Conduct insightful interviews
- Chief editor content: copy, photography, videos
- Strategy for the social channels

CV | Jenny Kan | Digital Art Director

DIGITAL ART DIRECTOR / TERRALEMON

2014 - 2016 - Amsterdam

- Point of contact for clients
- Translating business objectives into effective briefings & concepts
- Coordination and development of digital and branding campaigns.
- Projects: ING, NPO, NFU, ONS, SBS6, VRK.

Sr. ART DIRECTOR / OGILVYONE HONG KONG

2013 - October 2014 -

As Sr. Art Director I was the central point of client meetings, briefings, rolling out outlines for digital marketing campaigns.

- American Express/Cathay Pacific APAC: coordination & development multichannel marketing campaigns. Point of contact for all stakeholders.
- La Prairie Swiss Ice Crystal Digital Campaign: Word of mouth campaign and online competition for laprairie's timeless beauty moments
- Landmark Hong Kong: Rouge II invites people to share stories of their most unique LANDMARK experiences, which can be submitted through the brand's new revamped website.

LEAD DESIGN ONLINE THE STING

2012 - 2013 - Amsterdam

In close cooperation with the styling & marketing department, I rolled out the digital and e-commerce visual assets of the brand.

ONLINE DESIGNER BIJENKORF.NL

2010 - 2012 - Amsterdam

In close cooperation with the styling & marketing department, I rolled out the digital and e-commerce visual assets of the Bijenkorf brand.

DIGITAL DESIGNER / CATEGORIE 1

2008 - 2009 - Utrecht

Client meetings, strategy, creative input for design development design, follow up with technical partners. Projects: Men At Work webshop

SKILLS

Creative: Digital strategy, Design Thinking, Persuasive Design, social media, concept, art direction, campagne flow.

Technical: Sketch, Invision, Photoshop, Illustrator, Indesign, Dreamweaver, basic HTML, basic CSS, Wordpress

Interpersonal: Flexible, self starter, organisational skills, problem solving mindset.

Languages: Dutch (fluent), English (fluent), Cantonese, (fluent), Mandarin (basic knowledge)

EXTRA CURRICULAR

Comitee of LeanIn Amsterdam. Planning and coordination of meetings and events. Growth and exposure of the platform.

ACCOLADES

2011: Nomination VIVA 2011 - Category: Most promising creative: own label Ordinary Sundays.