

## CV | Jenny Kan | Design Strategist/ Lead with Growth Mindset

Ambitious and energetic Design Strategist/ Design Lead with a growth-mindset. Excited about storytelling, UX, creativity and innovation. Passionate about translating business objectives into persuasive brand- & communicating strategies to achieve brand- or product awareness & growth.

In my current role I coach and guide a team of creatives.

With my international working experience, I bring a unique blend of knowledge and perspective developed through my exposure to different cultural and behavioral settings.

### PERSONAL

**Name** Jenny Kan

**Currently based** Amsterdam

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

**Mobile** +31 6 40 812 109 | **Email** jenny@jennykan.com

**Online** www.jennykan.com | twitter.com/jenniness

**Linkedin** <https://www.linkedin.com/in/jennykann/>

### EDUCATION

**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.

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### DESIGN STRATEGIST/ LEAD | LIFTOV UTRECHT

#### 2017 to current

In my current role as Design Lead/Strategist I am involved with the translation of business objectives into persuasive and solid concepts. With my art direction background, I coach and guide a team of creatives, so to maintain the overall quality of the creative work.

- Project planning/management
- Point of contact for several accounts
- Ideation, design thinking, concept development
- Art Direction creative work
- Coaching & guidance creative team

### THE SMART PAGE | AMSTERDAM & EVERYWHERE

#### 2016-2017

The Smart Page was a personal 1 year project: a digital magazine that explored the mechanics behind career advancement & leadership. **Learnings:**

- content marketing, social centric content creation.
- Creative direction
- Point of contact for interviewees,
- Conduct insightful interviews
- Chief editor content: copy, photography,

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## DIGITAL ART DIRECTOR | TERRALEMON AMSTERDAM

2014 -2016

- Point of contact for several accounts
- 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 - 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 development teams & stakeholders.
- La Prairie Swiss Ice Crystal Digital Campaign: Word of mouth campaign and online competition for Laprairie's timeless beauty moments

## LEAD DESIGN ONLINE THE STING AMSTERDAM

2012 - 2013

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

## ONLINE DESIGNER BIJENKORF.NL AMSTERDAM

2010- 2012

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

## DIGITAL DESIGNER CATEGORIE 1 UTRECHT

2008 - 2009

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

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## SKILLS

**Creative** Ideation, design thinking, storytelling, concept development, art direction, ui, visual design, customer journey flows

**Technical** Sketch, Invision, Photoshop, Illustrator, Indesign, basic HTML, basic CSS

**Interpersonal** Self starter, pro active, organisational skills, problem solving mindset.

**Languages** Dutch (fluent), English (fluent), Cantonese (fluent), Mandarin (basic)

## EXTRA CURRICULAR / ACCOLADES

**2011:** Nomination VIVA 2011 - **Category: Most promising creative:** own scarves label Ordinary Sundays: In 2009 I launched a personal scarves label and this has been sold and exposed in several outlets in Amsterdam & online.