

CV | Jenny Kan | UX Design Lead with Growth Mindset

As UX Design Lead I consult start-ups, multinationals, international brands on performance -, behavioural design- & brand awareness trajectories with a toolkit that's a blend of creative -, design- strategy, branding and design. I coach and guide a multidisciplinary

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

PERSONAL

Name Jenny Wan Loi Kan (M.a.)

Currently based Amsterdam

Birthday 11 may 1983 | **Nationality** Dutch

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Linkedin [https://www.linkedin.com/in/jennykannl/](https://www.linkedin.com/in/jennykann/)

EDUCATION

2018-2020 Executive Programme (Msc) Management Studies UVA Amsterdam Business School - Strategy, Digital Business Innovation, Leadership & Management.

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

2011 Postgraduate (Hons) 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 BA(Hons) Digital Media Design Hogeschool voor de Kunsten Utrecht. Specialisation: Strategy, multimedia formats, concept development, design.

UX DESIGN LEAD | LIFTOV UTRECHT

2017 to current

In my client-facing role as UX Design Lead I am part of the strategy team that combines behavioral science with design thinking, branding & UX to achieve business goals.

Client-facing role, project management.

- Client proposals
- Behavioural design strategy
- Story Mapping, MVP, UX Design
- Design Thinking & Innovation workshops
- Art/Creative Direction concept & project deliverables

FOUNDER THE SMART PAGE | AMSTERDAM

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

- Client facing role for several accounts
- Translating business goals into effective briefings & design-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 had a client-facing role, was the central point of contact for briefings, executional 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 collaboration 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 collaboration 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

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.