

# Jenny Kan

CREATIVE STRATEGIST |  
CREATIVITY & INNOVATION

## EXPERIENCE

### CREATIVE STRATEGIST/ BRAND-/ART DIRECTION

2010 - current | Amsterdam

As Creative Strategist I help small business with their value proposition, brand strategy & development. Creative direction, UX, copywriting, application of behavioural design principles.

### MENTOR DIGITAL CREATIVES @ RECREATE

September 2019 - Now | Amsterdam

As a mentor on Re:create, I am thrilled and excited to guide other creatives in exploring their strategic and creative potential.

STRATEGY, DESIGN THINKING, CREATIVE THINKING,  
PERSONAL DEVELOPMENT

### STRATEGIC BRAND-ART DIRECTOR ASSISTIVEWARE

August 2019 - February 2020 | Amsterdam

Part of the strategy team, responsible for translating the corporate strategy into a guiding strategy for the product, marketing & communication teams. Art direction & brand development of the Assistiveware brand, marketing collaterals, communication touchpoints.

CONCEPT PROPOSALS, DESIGN THINKING- & INNOVATION WORKSHOPS;  
SERVICE DESIGN, UX DESIGN PRODUCT INNOVATION/ IDEATION

### DESIGN STRATEGIST & UX LEAD LIFTOV

April 2017 - Jan 2019 | Utrecht

Sparringpartner to the management team. Helped developing User Experience strategies, design strategies. Design thinking workshops. Skilled in translating business goals into persuasive concepts & digital solutions. Coaching & guidance of a multidisciplinary team of creatives and developers.

CONCEPT PROPOSALS, DESIGN THINKING- & INNOVATION WORKSHOPS;  
SERVICE DESIGN, UX DESIGN PRODUCT INNOVATION/ IDEATION

### DIGITAL ART DIRECTOR TERRALEMON

Oct 2014 - Oct 2016 | Amsterdam

Clientfacing role for several accounts. Translating business-objectives into digital communication- & design concepts.

ART DIRECTION, DESIGN

### SR. ART DIRECTOR OGILVY HONG KONG

Aug 2013 - Sept 2014 | Hong Kong

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, • La Prairie Swiss Ice Crystal Digital Campaign

ART DIRECTION, DESIGN, BRAND ACTIVATION, SOCIAL ACTIVATION, BRANDING.



## ABOUT

A versatile and proactive Creative Strategist & UX Lead with a design thinking mindset, international working experience and business & strategy acumen.

## CONTACT

Name: Jenny Kan  
Email: Jenny@jennykan.com  
Mobile: +316 40 812 109  
Website: www.jennykan.com  
Nationality: Dutch

## SKILLS

Design Thinking, UX Strategy, Concept, Lean Prototyping, Digital Design, MVP development

## EDUCATION

Executive Master (EMsc) in Business Management. University of Amsterdam  
2019 - 2021

CORPORATE STRATEGY, BUSINESS MODEL  
INNOVATION, ARTIFICIAL INTELLIGENCE

Growth Hacking (Design UX)  
Growth Tribe Hacking Amsterdam  
2017

European Master of Arts,  
Digital Media Design  
HKU & Open University London

2003-2007

DIGITAL MEDIA DESIGN, VIRAL  
MARKETING

## SOFTWARE

Sketch, Invision, Adobe Photoshop,  
Illustrator, Indesign, Keynote,  
Basecamp, Slack, Trello

## LANGUAGES

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

---

## **ART DIRECTOR DESIGNER KUNSTZONE**

**2012 - 2013 | Amsterdam**

*As art director / designer I helped with the rebranding of KunstZone, a magazine focus on art & education. After the rebranding I was in charge of the design of the bi-monthly issues.*

**CONCEPT DEVELOPMENT, BRANDING, EDITORIAL DESIGN**

---

## **FOUNDER ORDINARY SUNDAYS**

**Sep 2009 - Sep 2013 | Amsterdam**

*In 2009 I launched my own scarves label called Ordinary Sundays. I took charge of the whole process of design, reached out to factories via Alibaba, had them shipped to Amsterdam, and was sold in several stores and online shops in Amsterdam .*

**DESIGN, BRANDING, CONTACT FACTORIES, PRICE NEGOTIATION, SALES, PROMOTION, SOCIAL MEDIA**

---

## **DIGITAL DESIGNER CATEGORIE 1**

**Nov 2008 - May 2009 | Utrecht**

*As digital designer I worked closely with the Creative Director to come up with refreshing ideas for lifestyle brands. Client: Men At Work Webshop.*

**CONCEPT DEVELOPMENT, WEBDESIGN, CLOSE COLLABORATION WITH DEVELOPING PARTNERS.**

---

## **ALLROUND & DIGITAL DESIGNER FORMLAB**

**Aug 2007 - Oct 2008 | Amsterdam**

*As digital designer I designed websites, illustrations, signage, editorial design for several clients in the lifestyle & fashion industry. Clients: Spaces Amsterdam, KRC Capital, Illustrations for Living Magazine.*

**WEBDESIGN, ILLUSTRATION, SIGNAGES, EDITORIAL DESIGN**