



# Jenny Kan

## ENGAGEMENT LEAD & SR UX DESIGN STRATEGIST

Highly motivated and driven Engagement Lead and Sr UX Design Strategist with 15+ years of experience and a proven track record of high impact engagements, demonstrating cross functional team- & project & leadership, with effective stakeholder management skills, UX Design strategy, workshop facilitation and storytelling skills. Championing and driving WDS's outreach and scalability across ServiceNow's ecosystem.

## DETAILS

Name: Jenny Kan  
Email: Jenny@jennykan.com  
Mobile: +316 494 24 922  
Nationality: Dutch

## SKILLS

Engagement Leadership & Management



Problem Solving



Stakeholder Management/  
Relationship building



ServiceNow Product Suite



Co-Innovation



## LANGUAGES

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

## SOFTWARE

Figma, Miro, Adobe Photoshop,  
Illustrator, Indesign, Keynote,  
Powerpoint, Slack, Trello,

## EDUCATION

Executive Masters in Business  
Management, Digital Strategy  
University of Amsterdam  
Thesis grade: 8.5  
2021

European Master of  
Arts Digital Media Design  
Utrecht School of Arts  
2007

## WORK EXPERIENCE

### REGIONAL EMEA LEAD API EBG - CHAMPIONING SERVICENOW'S PEOPLE PACT

December 2023 - Present | Amsterdam / EMEA/ Hybrid

In addition to my current role at ServiceNow, I'm actively involved in championing ServiceNow's People Pact by stepping up as Regional/EMEA Lead for the API EBG. In this role, I translate the global strategy into an EMEA-centric strategy, fostering a community where colleagues feel a sense of belonging and discuss their career development. Program management, EMEA EBG strategy.

### ENGAGEMENT LEAD & SR UX DESIGN STRATEGIST SERVICENOW EMEA

December 2021 - Present | Amsterdam / EMEA/ Hybrid

Proven track record as Engagement Lead and Sr UX Design Strategist in high impact engagements, overseeing the process and leading Co-Innovation Squads in helping our customers to discover and solve the right problems. Leading and planning of the entire engagement/co-innovation process and effective stakeholder management and communication skills. Advocating team visibility by driving scalability and outreach of the Engagement outcomes of the Workflow Design Studio.

EMEA WDS Most Innovative Customer Experience Award FY 2022

### INNOVATION & CONCEPT LEAD @NIKE EMEA

March 2021 - Nov 2021 | Amsterdam / Hybrid

Concept Lead within the EMEA Innovation team of Nike Europe. Initiated and collaborated on strategy and concept design from idea inception to incubation, including market opportunity identification, vision development, and facilitating design thinking workshops with internal customers.

### STRATEGIC BRAND-ART DIRECTOR ASSISTIVEWARE

August 2019 - February 2020 | Amsterdam

As part of the strategy team, I translated the corporate strategy into guiding strategies and OKRs for product, marketing, and communication teams. As Art Director I guided a team of designers to achieve design- and brand consistency across all the channels.

### MENTOR DIGITAL CREATIVES @ RECREATE

September 2019 - Now | Amsterdam

As a design and creative mentor on Re:create, I provide mentorship, guidance to senior creatives, including design managers, creative directors, service designers, UX designers, and visual designers. Through coaching & mentorship helping mentees amplifying their skills and achieving their career ambitions and potential.

## DESIGN STRATEGIST & UX LEAD LIFTOV

April 2017 - Jan 2019 | Utrecht

As Lead Design Strategist, I worked closely with management to formulate, shape and evangelize the Design and UX Vision. Passionate about translating business goals into compelling digital solutions. As Design Lead I also provided coaching and guidance to cross-functional teams of developers, game designers and junior designers.

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## DIGITAL ART DIRECTOR TERRALEMON

Oct 2014 - Oct 2016 | Amsterdam

Interfacing with various client accounts, I developed communication concepts, design concepts, understanding and aligning design & communication concepts with customers business goals and requirements.

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## SR. ART DIRECTOR OGILVY HONG KONG

Aug 2013 - Sept 2014 | Hong Kong

As a Senior Art Director, I was the primary liaison for marketing briefings and executional plans for high impact digital marketing campaigns, spanning across APAC. In this role I developed sales pitches, presented to clients and orchestrated the development of the campaigns across multiple internal and external teams. **Interim Creative Director.**

Accounts: American Express, Cathay Pacific (APAC), La Prairie, Pizzahut, AirBnB (Pitch).

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## ART DIRECTOR DESIGNER KUNSTZONE

2012 - 2013 | Amsterdam

As art director / designer I was responsible for 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.

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## FOUNDER ORDINARY SUNDAYS

Sep 2009 - Sep 2013 | Amsterdam

In 2009 I launched my own scarves label named Ordinary Sundays. An ambitious take to launch my own design signature, I drove the entire process of branding, the design of the product, sourcing of factories through Alibaba, marketing and promotion of the product. Sold in exclusive design shops and galleries in Amsterdam, featured in several fashion magazines, including Elle Netherlands, Viva and Grazia.

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## DIGITAL DESIGNER CATEGORIE 1

Nov 2008 - May 2009 | Utrecht

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## ALLROUND & DIGITAL DESIGNER FORMLAB

Aug 2007 - Oct 2008 | Amsterdam