

# JENNY LOU

Visual Designer



## PERSONAL

First name	Jenny (Yi)
Surname	Lou
Age	25
Nationality	China

## CONTACT

+45 71574230

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loweylouyi

## PORTFOLIO

<https://jennylouddesign.com/work/>

## LANGUAGE

Chinese	●	●	●	●	●
English	●	●	●	●	○
Danish	●	●	●	○	○
French	●	○	○	○	○

## REFERENCE

Lykke Stine Farre  
Ungekoordinator, Sønderborg Kommune  
Phone: 27 90 45 52 Email: lyfa@sonderborg.dk

## LINKS

<https://dk.linkedin.com/in/jennyilou>

<https://www.facebook.com/profile.php?id=100007759578114>



## WORK EXPERIENCE

2018

● **Shape Creative - Freelance Visual Designer** (2017.03 - now)

[www.shapecreative.dk](http://www.shapecreative.dk) / [www.JennyLouDesign.com](http://www.JennyLouDesign.com)

Create marketing material/visual design solutions for customers.

Facilitate communication workshops to structure information.

2018

● **E-commerce Marketing Designer - part time** (2017.10 - 2018.03)

Nordfrim A/S, Odense, Denmark

Design webshop navigation, activity posters, product photography.

2017

● **Marketing Designer - part time** (2016.12 - 2017.04) GenieBelt, Denmark

Visualize and develop Infographics from data and articles.

2016

● **Retail Visual Merchandising - Intern** (2015.09 - 2016.01)

Global Brand Mangement Department, Marketing, ECCO Sko A/S, Denmark

Window concept development; Retail visual guideline development.

Project Coordinator of Oxford Street Flagship shop INTRINSIC window.



## EDUCATION

2016

● **Master of Innovation & Business** (2014.09 - 2016.06)

University of Southern Denmark, Sønderborg, Denmark.

Open Innovation; Participatory Innovation; Dynamic Innovation;

Creative Design Management and Innovation; Entrepreneurship.

2014

● **Bachelor of Industrial Design** (2010.09 - 2014.06)

Hangzhou Dianzi University, Hangzhou, China.

Colors; Graphic Design; 3D Design; Product Design process;

Material and Technics; Ergonomics; Design Psychology.



## WORKSHOPS & COURSES

- Novo Nordisk 2015 "Innovation in Action" Case Competition 2015.11.30
- ECCO Visual Merchandising Workshop 2015.12 - 2016.01
- Cross Board Young Project talent 2016 2016.11- 2017.01
- Entrepreneurship Course Power Up 2017 (Vejle) 2017.02 - 2017.05
- Lær Dansk (Sønderborg) 2014.10 - 2017.06
- Tankestrøm - Entrepreneurship workshop 2017.09.18 - 19



## SOFTWARE SKILLS



Jenny Lou

# Core Competences

Visual Designer

## Visual Design



Information Visualization  
Graphic Design  
Hand drawing sketching  
Basic illustration & LOGO Design  
Idea generation & evaluation  
Design process & management

## Entrepreneurship



Project Planning & Management  
Business Model Canvas  
Branding & Marketing  
Cross-functional communication  
Presentation Techniques  
Project coordination



## Innovation Management

Participatory Innovation; Open Innovation; Workshop design & facilitation



## VOLUNTARY EXPERIENCE

- Volunteer of Sønderborg Student Foundation (SSF), Denmark 2014.09 - 2016.06
- Volunteer in 2015 ECCO Walkathon Charity Event, Copenhagen 2015.09
- Chairman of Chinese Student Association in Sønderborg 2015.06 - 2016.06
- Volunteer of Stella Polaris Festival 2016 Sønderborg, Denmark 2016.08.05
- Facilitator of "Girls Science Day" Workshop 2016.11.30
- Lær Dansk (Danish language School) Student Representative 2017.02.10 - 2017.06.20



## FREE TIME



Experiencing



Creating



Playing



Learning