



KARINA KONRAD

INFO



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EDUCATION

- 02.2015 - 01.2017 **Business Academy Aarhus, Aarhus**
Multimedia Design and Communication
As a student at the international multimedia program, I have been working with topics such as UX and UI design, personas, social media, content marketing, prototyping and campaign planning.
- 03.2011 - 06.2011 **Randers Business College, Randers**
HGS
HGS is a 12 weeks course for STX students. I worked with topics such as sales, communication and marketing, IT and business economics.
- 08.2007 - 10.2010 **VIA University College, Silkeborg**
Teacher education
At this education I had Danish and Sports as main subjects with Psychology and Theory of Education as subsidiary subjects.



WORK EXPERIENCE

- 08.2016 - 11.2016 **UX and communication intern**
Wonderful Enterprise Co., Ltd., China
Internship in China where I got hands on experience with the Chinese culture in every aspect.
Wonderful Enterprise is a manufacturer and trading company that produces glow and LED items.
I worked with improving their brand website and company website, designed their company and product presentations. I taught the sales department how to approach Europeans when doing business. And I taught their team manager how to work with Western social media.

ABOUT ME

I specialize in meeting the end users' needs in every single interaction between the company, its products and services.

I'm keeping up with the latest trends in webdesign and UX strategies, which makes me able to make the internet look awesome in every situation.

My interest in UX and usability started at the 1. semester at the multimedia design program and has developed ever since.

The interdisciplinary education has given me knowledge about every aspect in the process of developing a website - everything from understanding the business and its objectives to coding the final string.

MY GOAL

My goal is to create user centered experiences and become a well-acknowledged UX strategist.



WORK EXPERIENCE CONTINUED

- 08.2014 - 01.2015 **Project Manager**
JO-Marketing, Aarhus
Leading a team of 12 telemarketers. I held workshops in sales methods and was responsible for benchmarking the staff performance.
In cooperation with our clients, I decided which products to have in the assortment.
- 03.2014 - 08.2014 **Telemarketer**
JO-Marketing, Aarhus
Telemarketing, canvassing, improving personal sales methods.
- 11.2011 - 11.2013 **Trainee**
føtex, Aarhus
Planning and execution of season campaigns in cooperation with the sales manager.
Contact and sales planning with external account managers.
Responsible for ironmongery, kitchen ware, toys and outdoor equipment.
- 2007 - 2010 **Waitress**
Scandic Hotel, Silkeborg
- 2008 - 2010 **Secretary**
Kiropraktorhuset Silkeborg, Silkeborg
- 2009 - 2010 **Librarian**
VIA University College, Silkeborg



SKILLS

UX design	● ● ● ● ○ ○
Visual design	● ● ● ○ ○ ○
Photoshop	● ● ○ ○ ○ ○
Illustrator	● ○ ○ ○ ○ ○
InDesign	● ● ○ ○ ○ ○
HTML + CSS	● ● ● ○ ○ ○
JavaScript	● ● ○ ○ ○ ○

*Working on improving my Photoshop, Illustrator and InDesign skills

INTERESTS



Reading



Hiking



UX



Tea

LANGUAGES

DANISH

Native

ENGLISH

Professional



VOLUNTEER

12.2016 -
present

Board member

Association ChangeMakers

ChangeMakers is an association which develops employment opportunities for people with a mental illnesses. The association owns three socioeconomic companies and employs 25 people with special needs and 40 volunteers.

09.2015 -
12.2016

Head of Board

Association ChangeMakers

The Board of ChangeMakers consists of five members. In close cooperation with the manager of the companies, we are planning company strategies.

My task was to moderate the board meetings and be the figurehead at different occasions.

03.2014 -
present

Waitress

Café Kaffegal

The café is one of ChangeMakers' socioeconomic companies. My task is to serve, take care of the guests and manage the café's instagram account.

2014 -
present

Head of Board

Association Sommerlejr Lærkereden

The Board consists of 15 members with whom I am responsible for planning and executing a summer camp for children. I delegate the different tasks to the members and during the camp I am chief in command.

03.2008 -
03.2014

"Cousin"

Summer camp, Sommerlejr Lærkereden

The summer camp takes place seven days a year. It gathers 40-50 children in the age of 6-18 years.

My principle task was to arrange the orienteering races and be a good role model for the children.



AWESOME THINGS I DID

- 2016 **Organiser of 20 years anniversary**
Head of Board, ChangeMakers
As head of Board I was in charge of organising the CEO's 20 years anniversary. Among other, this included to be the co-ordinator during the process, set a timetable of the process and made contact with the mayor of Aarhus Municipality
- 11.2016 **Guest speaker at Company Day**
Business Academy Aarhus
Company Day is a one-day fair where companies and students get in touch with the purpose of creating an internship. At this fair I made a speak live from China about the life of an intern abroad.
- 2015 -
2016 **Assistant at Dare2Care Days**
Waitress, Café Kaffegal
Dare2Care Days is a returning charity event to support social vulnerable people and families held by Café Kaffegal. At every event, I have been assisting at ad hoc tasks. Moreover, I have made contact with charity organisations and in cooperation with these found participants for the event.



REFERENCES

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