

J A KUBEK
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K R | S T I N

Wenslauerstraat 8, 1053BA Amsterdam
(+49) 0151 64507484
Kristin.Jakubek@hva.nl
www.jak-ubek.com
*25.10.1995; Germany

EDUCATION

- 2014 - present Amsterdam Fashion Institute, Hogeschool van Amsterdam
International Fashion and Branding
Brand strategies; Concepting; Marketing; Graphic Design; Visual Merchandising
- 2009 - 2013 Friedrich Ebert Gymnasium
bilingual education; graduated with A(-) average
- 2001 - 2009 German School Washington, D.C.
international curriculum; multicultural environment

WORK EXPERIENCE

- Musikblog HEY
2013 - present; Cologne member of editorial team; e.g. writing and editing short articles,
interviewing musicians
- Hutsalon Maschalone
2014; Hamburg creating boutique headpieces and accessories; product presentation; client
consultation; sales
- artrmx e.V
2013; Cologne event planning and assisting artists; press work and archiving

SKILLS

Branding and Concept development

- developing creative concepts (e.g. creation of brand identities, retail environment, collaborative branding projects, online campaign)
- in-depth understanding of brand identities and target audiences
- working with strategic marketing communication plans
- descriptive writing
- translation of concepts into print; 3D presentations and online branding tools

Visual language and Graphic design

- sourcing and implementing visual research
- visualising ideas; conveying moods and concepts
- art direction and photography
- lay-out of books and print design
- designing holistic visual appearances

Creative expression

illustrative drawing; painting; free material and digital experimentation;
photography and film

English - native speaker • German - native speaker • Spanish - working level

Word • Photoshop • Indesign • Illustrator • Vectorworks

PERSONAL INTERESTS

Contemporary art and photography
Vinyl
Biology and Anthropology