LANA LUTZ

// BRAND STRATEGY
// COMMUNICATION DESIGN
// INDUSTRIAL DESIGN

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Sedanstr. 19a
20146 Hamburg
01.07.1988 in Berlin

I am burning to find *solutions* and make *the best possible* out of the given. My passion is *beauty*. My heart is beating to co-create *a better world*.

SKILLS

INDUSTRIAL DESIGN
PACKAGING
LOGO
LAYOUT
WEB
MARKETING

GERMAN
ENGLISH
FRENCH
JAPANESE

ADOBE: Ps Ai Id
OFFICE: W X P
MODELING: RHINO ALIAS
RENDERING: KEYSHOT V-RAY CINEMA 4D
WEB: HTML
SURVEY: SPSS

Interests

COOKING
SURFING
MARTIAL ARTS
SUSTAINABILITY
ARTS
MUSIC
SNOWBOARDING

Curious for more?

Contact me or visit my website

WWW.LANAKONO.DE

LANAKONO

"Creative brand specialist and strategic designer. Analytical thinking and empathic leadership skills. I develop sustainable and economic solutions for you.

As an initial product designer, I love to design aesthetically valuable and user-friendly products. Building on this, I expanded my knowledge during my master's degree and my work as a freelancer in brand management. I appreciate extraordinary experiences with products, brands, and services myself. Thus I want to use my skills to offer customers the best possible user experience from idea to usage.

My experiences: three-dimensional design, logo & packaging design, art direction, web design & implementation in various CMSs, monitoring of SEO and SEA, creating brands and brand strategies, conception of on- and offline marketing campaigns, performance marketing, conception of videos, organisation of trade fairs and events, project management, team coaching and product development

With my extensive knowledge and my ability to quickly familiarize myself with unknown topics, I can work independently on tasks as well as professionally lead and coach team members.

Experiences

today – 01/20
CONSULTANT Brand Strategy & Design
LanaKono Design & Product Development, Hamburg, Germany
I am supporting companies to be more efficient and thus successful in communication and marketing. Therefore we are defining the core brand values and setting up the structure to spread the word about it to as many people as possible. With my experience in design, marketing and entrepreneurship I know the challenges and will find a solution.

01/20 – 06/18
Creative team lead (Head of Marketing) part time
PlantaCorp GmbH, Hamburg, Germany
building a team including designers, marketers, web designer; coordination of external service providers, concept for full redesign of the brand, concept and realization of a new product line to target new markets, brand identity and strategy for 2 brands (B2B and B2C), product development, marketing strategy, implementing company culture internal, organizing events, responsible for all online distribution channels (Shop, Amazon, eBay, Alibaba)

06/18 – 08/17
Art director & marketing part time
PlantaCorp GmbH, Hamburg, Germany
print, web, fair organization including creating and building furniture

06/18 – since 2008
FREELANCER in communication design, art direction, design management, retail design, industrial design
several companies and long term cooperations: Giacomo International Food GmbH, NTS Retail KG, Klüber Lubrications, Laughing Hearts e.V.
market research, survey analysis, benchmarking, conceptualizing, creating & sketching drafts, 3d modeling, technical drawings, put product ideas into finished products, packaging, print, web, managing other creatives

Education

2015 **Master of Arts in Business in design and product management FH Salzburg, Austria**

2011 **Bachelor of Arts in industrial design FH Hannover, Germany**

2006 **Abitur Werner-von-Siemens Gymnasium Berlin, Germany**