

Markus Jørgensen

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Experience

Design consultant & Internship Aug 2023 - Jan 2024

ANTI diet

- Developed visual brand identity, ensuring alignment with ANTI's values and target audience during the internship and continued as Design consultant.
- Designed user interfaces for a mobile application, focusing on intuitive navigation and engaging user experiences and minimal design. Collaborated cross-functionally with developer to ensure seamless integration of design solution.
- Conducted user experience (UX) research to gather insights and inform design decisions, enhancing usability and functionality.

Brand designer

LinkFire

- Conducted research and analysis to inform brand strategy, identifying market trends, audience insights, and competitive landscape.
- Developed concepts for an updated brand identity for LinkFire through application of research findings and design trends. Jan 2022 – Apr 2022
- Produced and maintained marketing material for social media, mainly graphics.
- Collaborated with the product design team to generate concepts for new products.

Digital Design internship Feb 2021 – Apr 2021

NoA Ignite

- Expanding on existing design solutions for clients, including campaign sites.
- Conduct UX research and recruiting participants for focus groups.

Marketing assistant May 2019 - Mar 2020

Benjamin Media

- Design visually appealing weekly and monthly newsletters and manage their scheduling for timely delivery.
- Design and implement Facebook ad campaigns to effectively target audiences and achieve marketing goals.
- Regularly update and manage website content, mostly responsible for paid articles.

Consumer Services Advisor Aug 2018 - Aug 2029

Nestlé

- Monitor Nestle's social media channels, promptly addressing consumer inquiries and feedback
- Escalate critical issues to management for swift resolution and collaborate with internal teams to execute crisis communication strategies, ensuring effective communication during challenging situations.
- Handle consumer queries across multiple channels, including phone, email and direct messages on social media.

Education

Copenhagen School of Design and Technology
Bachelor degree in Design and Business - Brand Design
August 2022 - January 2024
Copenhagen, Denmark

Copenhagen School of Design and Technology
Academy Profession degree in Multimedia design
August 2019 - June 2021
Copenhagen, Denmark

Oslo Metropolitan University
Art and Design – Art and Dissemination / 2 semesters
August 2017 – June 2018
Oslo, Norway

Berliner Technische Kunsthochschule
Photography / 3 semester
April 2015 – September 2016
Berlin, Germany

Skills

UI design
UX testing
Digital design
Brand design
Creative strategy
Concept development
Project management
Art direction
Qualitative user research
Visual communication

Languages

Norwegian: Native
English: Fluent
Danish: Advanced