

German designer based in New York. My bachelors in business kicked of my intuition and understanding for brand identity, and my current communication design degree feeds into my creative output. With 6 years of work experience in the fashion industry and over 10 years of experience with competitive sports, I have the desire to dive deeper into sports marketing and creative direction.

Work Experience

- ROTTERDAM** **Co-founder, Ny-Lah**
04.2022
06.2023
Ny-lāh is a fashion studio that specializes in monthly curated collections of unique vintage pieces, committed to sustainability and a better future for the fashion industry. I curated collections, directed photoshoots, and build financial statements.
- AMSTERDAM** **Branding & Marketing Intern, Danielle Cathari**
08.2021
12.2021
Supported Danielle Cathari in creating the SS22 FW22 DC x Woolrich Woman collections. Planned the FW22 DC x Woolrich Woman campaign. Assisted on the set of photoshootings and created content for social media.
- SIEGEN** **Working Student, Hess Group**
03.2020
05.2020
Led an information technology project. Coordinated the acquisition of information with 180 suppliers for the procurement and streamlining of the article database on excel.
- BERLIN** **International Modeling**
06.2016
08.2021
Experienced the set of campaign photoshootings, video shootings, runway and fashion fairs. Created my personal brand on social media and built relationships with clients including Adidas, Joop and Calvin Klein.
- DÜSSELDORF** **Fashion design intern, Clockhouse C&A**
01.2017
02.2017
Supporting the design team for the creation of new collections, assisting on the set of photoshootings and developing ideas to improve sales by analysing trends, client behavior and weekly sales results. Working with illustrator.

Education

- NEW YORK** **Communication Design - Parsons School of Design**
08.2023
05.2024
UX/UI design, Creative Coding (JS and CSS), Typography, Motion Graphics/3D design, Visual Archiving, Adobe creative cloud
- ROTTERDAM** **International Business - Rotterdam School of Management**
08.2020
07.2023
Bachelors Degree. Graduated with a 4.0 GPA. Focused on Entrepreneurship, Innovation Management, Finance, Marketing and Behavioral Management. Exchange Semester in Lisbon, at Catolica University.
- SHANGHAI** **Full-time Mandarin language course, Jiaotong University**
08.2019
01.2020
Full-time 5-month Mandarin language program at Jiaotong University in Shanghai. Improving speaking, writing, and presentation skills and preparing for HSK 4.
- BARCELONA** **Entrepreneurship and Public Speaking Summer Course, ESADE**
06.2019
Undergraduate Summer Program -Global Entrepreneurship and Public speaking Entrepreneurship/Entrepreneurial Studies

Interests

Photography
Fashion
Skydiving
Chess
Fitness
Bio Design

Languages

English: Native
German: Native
Chinese: Fluent
Italian: Fluent
French: Basic

Extra-curriculars

Organizing Annual NFS Fashion Show, Rotterdam School of Management, New Fashion Society

Sustainable Fashion, Copenhagen Business School (online certificate)

Python data structures, Michigan University (online certificate)

Competitive track & field athlete. National titles (heptathlon and triple jump)