



ABOUT ME

To me, design is about bringing ideas to life and making them tangible. My focus is on brand identity and visual storytelling - I distill concepts down to their essence and create brands that feel authentic and distinctive.

AWARDS

**2025 | Award for bachelor's project,
"20 out of 24" exhibition, Hamburg**

HARDSKILLS

Adobe Illustrator, InDesign, Photoshop, Lightroom,
Typography, Layout, MS Office, Canva

SOFTSKILLS

strong presentation, collaborative, conceptual thinking,
proactive, creativity, flexibility, eager to learn

EDUCATION

2021 - 2024 | Bachelor of Arts, Brand Design
BRAND UNIVERSITY OF APPLIED SCIENCES, HAMBURG

2016 - 2018 | Technical College, Design
BERUFSBILDENE SCHULEN II, LEER (OSTFRIESLAND)

WORK EXPERIENCE & PROJECTS

2024 | Internship, Social Media Marketing
MYLILY ORGANIC FEMCARE, HAMBURG

- Content creation and visual storytelling
- Support in marketing and design

2023 | Sherpa Design, Hamburg

- Brand redesign with a focus on values and market positioning
- Development of a new visual identity
- Presentation to the agency and clients

2022 | Jung von Matt, Hamburg

- Project work led by Joachim Kortlepel (former managing Creative Director)
- Analysis of advertising insights and their application to a client project
- Insights into strategic and creative processes
- Presentation to the agency and clients

ADDITIONAL EXPERIENCE

2019 - 2021 | Au Pair, Boston (USA)

- Intercultural experience, independent organization and responsibility
- Strengthening communication and problem-solving skills

CONTACT

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