

IDA LÆRKE HALLBÆCK-ANDERSEN

f. 14. november 1995
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Summary

I have always had a great eye for visuals and a talent for creative thinking and being detail oriented both in my personal and professional life.

I enjoy being challenged and engaging in the exploration of diverse visual components and interactive methods to shape user experiences.

Professional skills

- HTML & CSS
- JavaScript
- UX & UI
- Design Principle
- Graphic Design
- Photoshop
- Adobe XD
- Premiere Pro
- Adobe Illustrator

Personal skills

- Detail-oriented and creative
- Driven by visual projects
- Strong communicator and skilled at building impactful relations
- Resourceful and flexible

Selected work experience

JAN 2022 – NOW
Illums Bolighus,
Copenhagen/Lyngby

Sales Consultant, Furniture Department

- Focused sales of high-profile brands such as Fritz Hansen, DK3, Gubi, Montana, &tradition, Eilersen, Muuto, Wendelbo, among others
- Furnishing for both private and business clients.
- Ordering of goods and coordinating drop-ship and private consumer deliveries

MAY 2020 – DEC 2021
Illums Bolighus,
Copenhagen

Ass. Sales Manager, Lighting Department

- Daily operation and sales management.
- Personnel management
- Dialogue with suppliers and coordination of their assortment
- Key responsibility for product templates and campaigns in the department through Navision and e-commerce

JUL 2018 – MAY 2020
Illums Bolighus,
Copenhagen

Sales Consultant, Lighting Department

- Merchandising
- Ordering and stocking goods
- Advising and sales of Scandinavian and international design
- Various administration tasks

Education	JAN 2023 – JAN 2025 <i>Copenhagen School of Design and Technology (KEA), Copenhagen</i>	Multimedia Design, AP Degree (120 ECTS) <ul style="list-style-type: none"> • User Interface Design and Development • User Experience (UX) • Content Creation • Technology and Business
	AUG 2021 – TODAY <i>Copenhagen Business Academy, Copenhagen</i>	Academy degree in Management (AU) <ul style="list-style-type: none"> • Management in Practice, single subject (10 ECTS) • Project Management, single subject (10 ECTS)
	SEP 2017 – APR 2018 <i>Copenhagen Business School (CBS), Frederiksberg</i>	1st. Semester BA Engelsk and Organisational Communication (EOK) 4 passed courses of 7.5 ECTS, a total of 30 ECTS: <ul style="list-style-type: none"> • Oral communication • Text and text production • Organisation • Intercultural communication
	AUG 2012 – JUN 2015 <i>Birkerød High School, HF, IB & Boarding School, Birkerød</i>	General Certificate of Secondary Education (STX) <ul style="list-style-type: none"> • Linguistic field of study with Spanish and English at high level • Exchange for 14 days in Badajoz with a Spanish host family
Achievements and projects	FEB 2017 – MAY 2017 <i>Danish Study Center, Copenhagen</i>	College Stay, Around the World West Education in communications and personal development as well as active culture days and local projects
	JUL 2019 + OKT 2020 <i>Illums Bolighus, Copenhagen</i>	Occhio on illumsbolighus.dk Responsible for implementing Occhio on Illums Bolighus' domain, based on my knowledge from my business trip at the Occhio Academy in Munich
Personal Born and raised in a province north of Copenhagen, in a family with two younger siblings. My hobbies include traveling, painting, listening to music and podcasts, reading, cooking, art, nature, and outdoor activities. My free time is mostly spent with my family, my boyfriend, friends, and my dog, Konrad.		Languages <ul style="list-style-type: none"> • Danish, mother tongue • English, fluent/bilingual proficiency • Spanish, limited practical skill • German, limited practical skill
		References and recommendations can be obtained upon request