

# Ida Lærke Hallbæk-Andersen

Multimedia Design at Copenhagen School of Design and Technology

14th of 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

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe PP
- Adobe XD
- Figma
- Alpine.js
- Astro
- HTML5 & CSS
- JavaScript
- Tailwind
- SEO

### Personal skills

- Detail-oriented and creative
- Driven by visual projects
- Strong communicator and skilled at securing impactful relations
- Resourceful and flexible
- Flair for aesthetic and design

## Selected work experience

### JAN 2022 – NOW

Illums Bolighus,  
Copenhagen/Kongens Lyngby

### Sales Consultant, Furniture Department

- Focused sales of high-profile brands such as Fritz Hansen, &tradition, Gubi, Montana, Eilersen, Muuto, Vitra, 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

## Education

### JAN 2023 – JAN 2025

Copenhagen School of Design and Technology (KEA),  
Copenhagen

### Multimedia Design, APD Degree (120 ECTS)

- UX, UI, Technology, Design and Business
- 1st Semester Portfolio Exam (30 ECTS) Grade 12
- 2nd Semester Group Exam (30 ECTS) Grade 10
- Digital Design (DIDE) as elective course

### FEB 2024 – JUN 2024

<p><b>AUG 2021 – MAY 2022</b> Copenhagen Business Academy, Copenhagen</p>	<p><b>Academy degree in Management (AU)</b></p> <ul style="list-style-type: none"> <li>• Management in Practice, single subject (10 ECTS) Grade: 12</li> <li>• Project Management, single subject (10 ECTS) Grade: 12</li> </ul>
<p><b>SEP 2017 – APR 2018</b> Copenhagen Business School (CBS), Frederiksberg</p>	<p><b>1st. Semester BA Engelsk &amp; Organisational Communication (EOK)</b> 4 passed courses of 7.5 ECTS (30 ECTS)</p> <ul style="list-style-type: none"> <li>• Oral communication</li> <li>• Text and text production</li> <li>• Organisation</li> <li>• Intercultural communication</li> </ul>
<p><b>AUG 2012 – JUN 2015</b> Birkerød High School, HF, IB &amp; Boarding School, Birkerød</p>	<p><b>Certificate of Secondary Education (STX)</b></p> <ul style="list-style-type: none"> <li>• Linguistic field of study with Spanish and English at high level</li> <li>• Exchange for 14 days in Badajoz with a Spanish host family</li> </ul>

## Achievements and projects

<p><b>FEB 2017 – MAY 2017</b> Danish Study Center, Copenhagen</p>	<p><b>College Stay, Around the World West</b> Education in communications and personal development as well as active culture days and local projects</p>
<p><b>JUL 2019, OKT 2020</b> Illums Bolighus, Copenhagen</p>	<p><b>Occhio on illumsbolighus.dk</b> Responsible for implementing Occhio on Illums Bolighus' domain, based on my knowledge from my business trip at the Occhio Academy in Munich.</p>

## 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

- Danish, mother tongue
- English, fluent proficiency
- Spanish, elementary skill
- German, elementary skill

## Website

idahallback.dk  
idahallback.netlify.app

## Socials

@idahallback:

- LinkedIn
- Dribble
- GitHub
- Instagram