

# VIVIEN LEUNG

[www.vivienleung.co](http://www.vivienleung.co)

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Curious, empathetic and community-driven, I have an aptitude for experience and strategic design. I have an innate ability to identify the potential in people and the drive to empower cross-disciplinary collaboration and innovation. I continuously step into the role of mentor, connector and facilitator.

## ACHIEVEMENT **Global Brand Experience and Strategic Partner Development**

- Repositioned the brand recognition of PechaKucha in Toronto from a simple presentation methodology to an engaged community. Produced over 24 events, accommodated over a thousand attendees, coordinated over 300 presentations, fostered partnerships with design and tech events including DesignThinkers Conference, IIDEX Canada, NXNEi, FITC, and IxDA.
- Brought the first Caine's Arcade Global Cardboard Challenge event to Toronto. Attracted over 300 participants and received local news coverage.

## **Experience Design and Event Marketing Management**

- Spearheaded an integrated media strategy which increased the company's awards submissions and event ticket sales by 40%.
- Redesigned the structure and user experience of the company's industry awards websites.
- Simultaneously oversaw and managed the logistics, operation and online marketing for three industry awards and North America's largest printing trade show.

## **Digital Experience and Creative Innovation**

- As part of the creative team behind the first Zalando X Google experimental project—Project Muze—an award winning project using machine learning to create 3D fashion design, I developed the narrative and led the creative concept and production of the interactive installation.
- Initiated and managed a collaborative wearable tech prototype experiment.

## RELEVANT EXPERIENCE

Zalando SE

**Digital Strategist, Creative Department**

Berlin, Germany  
Sep, 2016 - present

- Lead and manage creative projects that experiment with emerging technologies
- Introduce and champion customer journey mapping and design thinking process within the brand marketing department.
- Act as the bridge between tech and creatives

Zalando SE

**Innovation Project Manager**

Berlin, Germany  
May, 2015 - Sep, 2016

- One of the founding team members to set up the Tech Innovation lab.
- Developed and facilitated human-centred design workshops.
- Curated and organized the lab's opening week activities.
- Mentored creative and tech-driven intrapreneurial projects.

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<b>RELEVANT EXPERIENCE</b>	<b>Independent Brand Experience Consultant   Experiential Producer</b> <ul style="list-style-type: none"><li>Produced and led the creative production of the company's first public facing project - BevLab, a beverage laboratory that explored the future of food experience.   Client: <u>Future Food Studio</u></li><li>Provided branding and creative strategy for a 3D interactive studio that focuses on creating immersive experiences for consumer brands.   Client: <u>MakeLab</u></li><li>Provided brand strategy advice, project outreach and product production support.   Client: <u>Twenty One Toys</u></li><li>Part of the social media team of the creative business conference founded and imagined by Sid Lee, a Montreal based creative agency.   Client: <u>C2MTL</u></li></ul>	<b>Toronto, Canada</b> 2012 - 2015
	<b><u>North Island Graphics Media</u></b> <b>Events and Marketing Coordinator</b> <ul style="list-style-type: none"><li>Managed and organized the company's bi-annual trade show, industry conference, and three annual industry awards.</li><li>Managed the web design and development process of the company's online platforms.</li></ul>	<b>Toronto, Canada</b> 2010 - 2012
	<b>Independent International Festivals and Events Professional</b> <b>Clients:</b> <ul style="list-style-type: none"><li>DMY International Design Festival</li><li>McLuhan Festival of the Future</li><li>Toronto International Film Festival Group</li></ul>	<b>Berlin, Germany</b> 2010 <b>Toronto, Canada</b> 2008 - 2010
	<b>Independent Cultural and Fashion Trend Researcher</b> <ul style="list-style-type: none"><li>Provided monthly fashion trend report to clients in US and Europe.</li><li>Conducted local market research and analysis.</li><li>Monitored and recruited candidates for qualitative surveys.</li></ul>	<b>Tokyo, Japan</b> 2007
	<b><u>English OK</u></b> <b>Service Industry English Trainer</b> <ul style="list-style-type: none"><li>Designed and developed customized language and cross-cultural training curriculum for individuals working in the service industry.</li></ul>	<b>Tokyo, Japan</b> 2006 - 2007
<b>TRAINING / EDUCATION</b>	<ul style="list-style-type: none"><li>NOBL, Team Design Bootcamps</li><li>Columbia University Digital Storytelling Lab, <b>Sherlock Holmes and the Internet of Things</b></li><li>Simon Fraser University, Bachelor of Arts: Major: Communication   Minor: Publishing, Certificate of Liberal Arts</li></ul>	2017 2015 2000

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<b>COMMUNITY BUILDING</b>	<ul style="list-style-type: none"><li>• PechaKucha Organization, <b>PechaKucha Night Toronto Organizer</b></li><li>• Draw By Night Toronto, <b>Co-Organizer</b></li><li>• Toronto Design Offsite Festival, <b>Special Projects and Outreach</b></li><li>• TEDxOCADU, <b>Speaker Training and Coordination</b></li><li>• Imagination Foundation, <b>Caine's Arcade Global Cardboard Challenge Organizer</b></li></ul>	2011 - 2015 2013 - 2014 2012 - 2013 2012 - 2013 2012
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<b>REFERENCE</b>	Vivien is the ultimate producer prepared to create in environments within uncharted territories. She brings passion, work ethic, and dedication to the roles she undertakes inspiring others to follow her charge. Whether working on strategy, communications, execution, or project management Vivien regularly proved to be a strong and flexible asset to our creative ventures. At Future Food Studio, Vivien has assisted with roles from the launch of our first pop up venture in Toronto to production of a large scale installation in NYC. Would highly recommend her for any role that needs someone who can connect the dots, rally a team, and execute under pressure.
	<b>Irwin Adam Eydelnant, Creative Scientist/Founder, <u>Future Food Studio</u></b>

I had the pleasure of bringing Vivien in to assist us at our interactive 3D design studio, MakeLab. Vivien consistently broadened the scope of our strategic meetings, opening us to business activities and markets we would have otherwise ignored. She's thoughtful, high-energy, and brings her considerable creative network to bear on the projects under her purview. Her wide range of skill and experience was invaluable in planning our public events, executing our corporate consulting engagements, and designing our public engagement strategy.

**Jonathan Moneta, Creative Director, MakeLab**

Vivien has a unique way of seeing connections between particular ideas and the specific characteristics in people that are required to manifest them. She is able to build community by creating space for connections to happen. She starts experiments and steps back as they create something totally transformative, and are there as a support to ensure the idea has sustained momentum.

**Zahra Ebrahim, Client Leadership, Doblin Canada**

The thing about Vivien is that she doesn't wait for permission to start making improvements to the community around her. She is one of the few people I know who continuously steps into the role of facilitator and connector when no one else has the guts to do the job. Her ideas and enthusiasm are endless. I'm proud to be associated with such a Doer.

**Cassie McDaniel, Design Director, Mozilla Foundation**