



ASKE SCHMIDT

MULTIMEDIA DESIGN STUDENT

Looking for a mentor to guide me through a startup.

ARE WE A FIT?

I started out in video and storytelling. Freelancing taught me to deliver for clients, and leading a team taught me to take responsibility for one. Now I'm building on that with design. Storytelling gets attention and builds a connection with the customer, and design makes it professional and sharp. I dig deep into the users to build solutions I can be proud of, and I keep up with AI so I can execute ideas faster than was possible before.

EDUCATION & EXPERIENCE

Business Academy Aarhus Multimedia Designer (AP)

2025 - 2026

Selected projects

De Anonyme Museum Overtaci

A project for Museum Overtaci that set out to let visitors experience the exhibition and get close to the artists.

- Built an immersive installation where touchscreen, light, projection and sound are synced.
- Made sound effects and music for each artist in ElevenLabs, then layered and mixed it in Adobe Audition.
- Ran research and user tests from both the museum's and the visitors' perspective.

Adventure Allevegne Webshop

An outdoor webshop meant to get people off their screens and out into nature.

- Built a trip planner that turns 9 categories, 37 products and 25 attributes into 3 simple questions.
- Wrote the SEO copy with Semrush, People Also Ask and a GPT agent trained on the brand's tone of voice.
- Tested the conversion buttons with eye tracking and checked the design with user tests.

Image Converter Own tool

A spin-off from a school project that makes my image compression easier.

- Compresses images and finds the smallest file that still looks good enough.
- Makes versions in several widths, as AVIF, WebP and JPEG.
- Runs in the browser, so no images get uploaded.

Study platform Own tool

Built so I can find my way around all our course material.

- Keeps everything in one place.
- Makes our material easier to search.

Molslinjen A/S Team lead, food & retail

2023 - 2024

- Led a team of 7-14 people in daily food & retail operations and kept the team motivated.
- Handled purchasing of all production goods.
- Nominated for Årets Søjstjerne, the staff's own award for a colleague who goes the extra mile, and came 2nd.

Molslinjen A/S Food & retail associate

2024 - 2025

- Was offered to stay on as team lead, but went back to my old role to focus on my own projects and take parental leave before starting my studies.

SO-ME-Advertisement Freelance video editor & creator

2021 - 2023

- Produced social media video for clients, from idea and script to finished video.
- Used stock footage creatively to save clients time and money.
- Handled client contact, planning and delivery myself.

Scriberia, London Administrative assistant

2018 - 2019

- Got experience with client and project management across pre-production, production and post at an agency that visualises ideas through illustration, video and animation.
- Worked in an English-speaking creative environment and saw both the financial and the visual side of projects.

Aarhus Business College HHX (business upper secondary)

2014 - 2018

Marketing (A), Spanish (A), Danish (A), English (A), Business economics (B), International economics (B), Innovation (B), Contemporary history (B), Mathematics (B), Social studies (C), Commercial law (C), Design (C)

Other experience

2012 - 2022

Pedagogical assistant at Børnehuset Hyrdebakken (2019-2022), service jobs in restaurants and hotels (Restaurant Hos Nils, Hotel Ebeltoft Strand, Stockfleth & Kampmann), sales consultant at Outboundpeople, and volunteer at Save A Heart, South Africa.

HOW I WORK

- I dig into the **market, the customers** and how we deliver a product that fits them.
- I bring in **storytelling** to make the product more personal and better at converting.
- I use **AI** to automate, speed things up and execute, when it makes sense.

SKILLS

UX/UI design
Frontend development
User testing & research
Sound & experience design
SEO & content
Sustainable web design
Team leadership

TOOLS

AI
Claude Code, GPT Codex, ElevenLabs, Higgsfield, OpenArt, Midjourney, Weavy AI
DESIGN
Figma, Photoshop
MOTION & MEDIA
Premiere Pro, After Effects, Audition
CODE
HTML, CSS, JavaScript, WordPress, WooCommerce, GitHub, VS Code

CONTACT

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CITY
Aarhus

LANGUAGES

DANISH
Native
ENGLISH
Fluent

The world moves fast. **I move with it.**