



Contact

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Honors & Awards

Excellence Award (Idea Award)

SNU 80th Anniversary Video Contest, 2026

Two LMU Oscars

Best Movie and Best Screenplay, NEXUS, 2024

1st Prize, Photography & Layout

Crossmedia Competition, Bavaria, 2022

Skills

Creative Strategy

Creative Direction, Art Direction, Concept Development, Visual Storytelling, Brand Communication, Content Strategy, Campaign Development, Project Management

Media & Design

Film Production, Cinematography, Video Editing, Motion Design, Photography, Editorial Design, Branding

Creative Technology

Creative Coding (TouchDesigner), Generative AI, Digital Prototyping, Interactive Media, HTML, CSS, Python

Tools

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom), Figma, Procreate, Canva

Languages

German, native
English, native (IELTS 7.5)
French, intermediate
Korean, beginner

Amy Grindau

CREATIVE STRATEGY · MEDIA & TECHNOLOGY · DIGITAL CULTURE

Education

LMU Munich, Ludwig-Maximilians-Universität

2023 to 2027 (expected)

B.A. Art and Multimedia; Minor in Media Informatics

- Interdisciplinary program at the intersection of art, media, technology, communication, and digital culture.
- Bachelor's thesis: Nam June Paik as a pioneer of media art and his influence on contemporary screen and data art.

Seoul National University, Seoul

2025 to 2026

Exchange Student, Department of Communication

- Completed coursework in communication, media, design, and popular culture, working in international teams.

Experience

Brewinsight, Coffee Intelligence Platform

2026 to Present

Social Media & Content Strategy

- Develop the content and community strategy across Instagram, Pinterest, and Threads, connecting coffee lovers, creators, and cafés.
- Drive creator acquisition and community growth to build an audience and convert it into traffic and sign-ups.

6th Man, Basketball Community, Munich

2024 to Present

Freelance Brand Designer

- Built the complete brand identity, from naming and logo to pitch deck, print, and social media.

ucm agency GmbH, client assignment at Eurotrade

2025

Luxury Retail & Customer Experience Associate

- Delivered premium service to an international clientele across luxury beauty, fashion, and lifestyle brands at Munich Airport.

The KaDeWe Group, Oberpollinger, Munich

2024

Sales Associate & Visual Merchandising Assistant

- Executed visual merchandising for seasonal brand campaigns and advised clients in a luxury department store.

Selected Projects

SmartScan | AI Product Concept, LMU Munich, 2025. Co-developed an AI scanner that explains complex documents to older adults; featured in the LMU Newsroom.

AI Treasure Chest | Installation, Deutsches Museum, 2025. Co-designed a chest that closes as visitors approach, making the "black box" of AI tangible.

PULSE and NEXUS | Co-Direction, Camera, Screenplay, LMU Munich, 2024. PULSE, a speculative film on AI, screened at the TU Kenya Conference on AI.

The One I Want | Director & Producer, SNU, 2026. Led a five-person international team of first-time filmmakers.

SNU 80th Anniversary Film | Concept & Animation, 2026. Conceived and hand-animated a solo congratulatory film.

Florilegium | Artist Book, SNU, 2026. A metadata-driven photo archive built with TouchDesigner; exhibited at Pages, Fukuoka Art Book Fair.

Leadership & Activities

Head Student Representative, Korbinian-Aigner-Gymnasium Erding

2021 to 2023

- Led a team of about 20 representatives for approximately 1,200 students; co-founded the student parliament.
- Launched a free hygiene-product initiative (local savings bank prize); represented the school in Luxembourg.

Volunteer Graphic Designer, Nonprofit Organizations

2021 to Present

- Developed posters, flyers, and social media assets for nonprofit events; co-organized the school's graduation yearbook.

Volunteer Firefighter, Volunteer Fire Department

2015 to Present

- Respond to emergencies as part of a volunteer team; designed the poster for the department's annual carnival ball.