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Jenny Deimer



# Example

Jennie Deimer is currently the Head of Strategic Brand and Product Design at Lynk & Co Design.

Her career in automotive design began in 2002 at Volvo Cars, where she held various roles within Advanced and Production CMF Design. She quickly progressed to become Manager for Material Development within the CMF Design team.

When Jennie joined Lynk & Co Design in 2013 - as one of the company’s very first employees - she built the CMF department from the ground up. Together with her team, she laid the foundation for the distinctive and recognizable CMF design language that continues to define Lynk & Co’s cars today.

Since 2019, Jennie has held her current position, where she and her team are, among other things, responsible for how Lynk & Co’s cars are portrayed from a strategic brand perspective.

# Questions

## Current position.

Head of Strategic Brand and Product Design.

## How long you have been in the industry/ previous work experience?

This summer I will celebrate my 23rd anniversary within the Automotive industry where I’ve spent most of my years within CMF design. Five years ago, I had the privilege of taking on a new role as Head of Strategic Brand and Product Design here at Lynk & Co Design.

Graduated as a textile designer, I have also worked in the textile industry at prestigious Swedish textile companies such as Kasthall and Ludvig Svensson where I especially appreciated the proximity to production and the very close collaboration with the weavers in production.

I love production and factories!

## What have you done at Lynk&Co so far?

I am perhaps most proud of being involved all since the start and establishing our design studio here in Gothenburg, with everything from finding the right premises, acquiring everything needed to create a pleasant workplace and not least, recruiting all our talented designers and other professions needed within a design studio.

I must point out one of the things that is so unique about working within at Lynk & Co, which is our international work environment. Both in our Design Studio in Gothenburg where we are 30+ different nationalities, but also that we have such a close collaboration with our colleagues in China, where we travel to the other side of the world many times a day via digital meetings.