



Hello.



# I'm Juri

Copywriter, Creative Strategist, Polymath

7+ years Agency & In-House Experience

436 followers on Instagram\*

3 great ideas, too many indecent thoughts

Proprietor at [www.makejuju.com](http://www.makejuju.com)



A photograph of two boxers in a ring. The boxer on the left is wearing a black headgear with 'RIVA' written on it and black gloves with 'FIGHT MONKEY' and a yellow star logo. The boxer on the right is wearing a red headgear with 'ROPTER' written on it and black gloves. They are in a boxing stance, with the boxer on the right appearing to be in the middle of a punch or preparing one. The background is a blurred crowd in a gymnasium.

# Write. Write. Hook!

The right story, at the right time, packs a punch.

It can knock you off your feet at any moment. And through volume, tone and hard-hitting hooks, it will overwhelm your senses and your spirit.

Great stories spark fires in your imagination. Epic ones, clear the way for new ideas to flourish.





# 2016 - 2018

Some recent stuff.

# A CHAMPION OF CHANGE

Discrimination and bias within the energy sector are issues most companies choose to avoid. In a male dominated industry, it's easy to focus on the bravado and ignore innate inequalities. Schneider Electric chose a different path. As part of a multi-month campaign, we partnered with CNBC America to highlight female leaders forging new paths in the energy sector and celebrating equal, meaningful opportunities for all.



Life is On | Schneider Electric

“It's easy to find  
**MEANINGFUL PURPOSE**  
It's much harder to pursue it.”  
Emilienne Lepoutre, Sustainability Performance Manager

#WhatsYourBoldIdea



Life is On | Schneider Electric

“True  
**INNOVATION**  
doesn't just create technologies, it creates movements, creates change.”  
Angela B. Chen, Innovation Lead

#WhatsYourBoldIdea



Life is On | Schneider Electric

**ENERGY DOESN'T DISCRIMINATE,**  
neither do we.

We believe in equal opportunities for all.

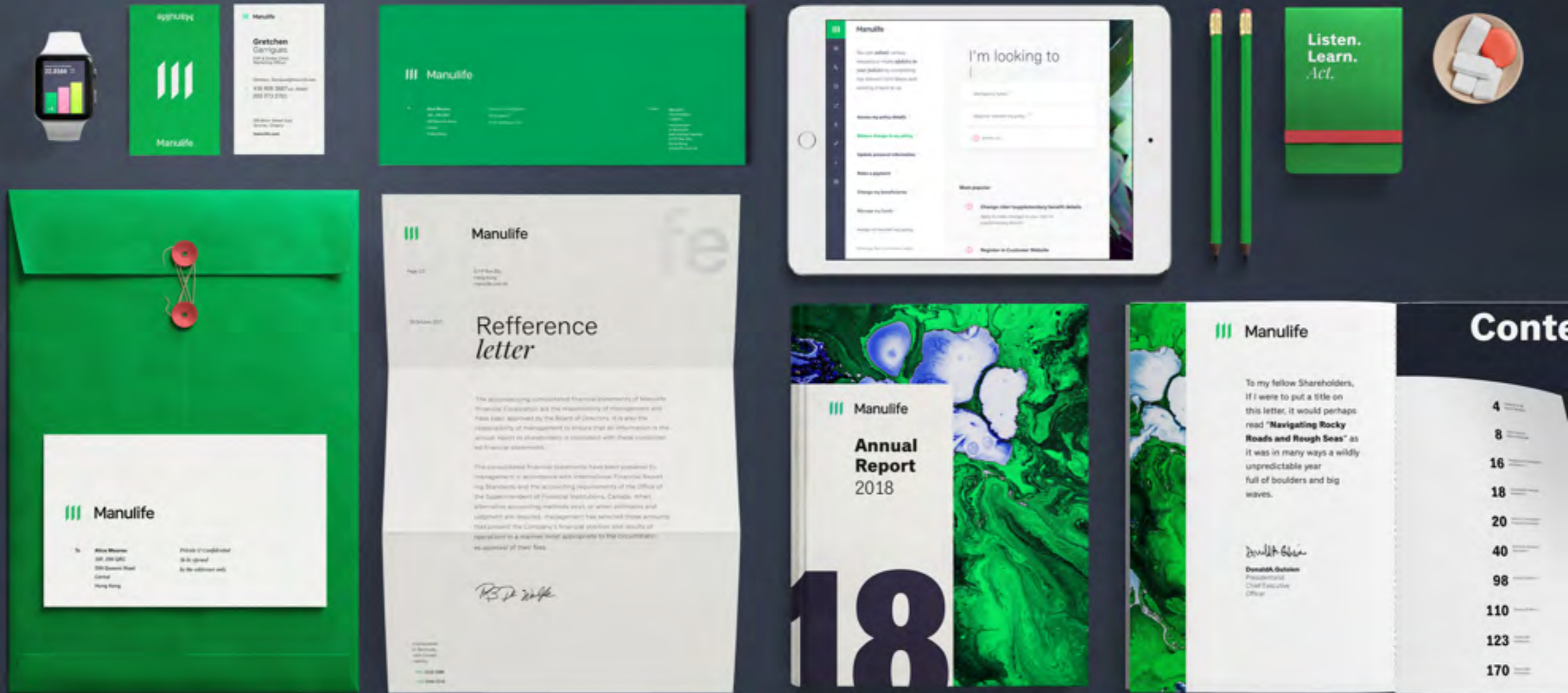
Right now, 41% of our board members are female. So is 21% of our global leadership and over 40% of our new hires. Inclusive practices like our Global Family Leave policy, have made Schneider Electric a welcome home for talented women in energy.

Learn more at [www.diversity.schneider-electric.com](http://www.diversity.schneider-electric.com)  
Or simply ask Annette, our North American CEO.

#WhatsYourBoldIdea

# FROM SYMBOL TO ICON

To help 200 year old insurance giant modernise, I assisted in updating their international brand look, feel and tone - in collaboration with Oddity Design Studio. This included a new design language to showcase the dual nature modern-day insurance, and a cool, confident brand voice.



# SUSTAINABLE IS PROFITABLE

The biggest concern for big business when discussing "sustainability" is market feasibility. Companies often approach it as a PR exercise - an expensive one at that. To demonstrate the true power of optimised efficiencies in manufacturing, industry and the data sectors, we created the Bold Ideas campaign. Real stories of real efficiency in real business. Demonstrating that doing more, with less energy, makes real fiscal sense.



EcoStruxure  
Innovation At Every Level

ANIMALLOGIC ensures

# DIGITAL

movie magic effects with Schneider EcoStruxure™ IT

For Animal Logic, creating award-winning effects outside of Hollywood is a bold idea. And so was installing a ready-made data centre in less than five months. But Schneider confidently made the vision a reality.

EcoStruxure™ IT offers:

- Reliable cloud-based 24/7 monitoring
- Data-driven insights
- Connectivity and integration across power, cooling and monitoring

#WhatsYourBoldIdea

[www.schneider.com/ecostruxure](https://www.schneider.com/ecostruxure)

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EcoStruxure  
Innovation At Every Level

ArcelorMittal makes 6.7m tonnes of steel

# 24/7

even during maintenance, with Schneider EcoStruxure™ Plant

To forge a steelmaking plant that never slept was a bold idea. As well as improving steel quality while making production more environmentally friendly, Schneider offered a solution that delivered all.

EcoStruxure™ Plant offers:

- Apps and analytics that automate uptime 24/7
- Improved production flow, reliability and energy efficiency
- System maintenance and modification without halting production

#WhatsYourBoldIdea

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EcoStruxure  
Innovation At Every Level

Nemours Children's Hospital ensured life-saving

# RELIABILITY

with Schneider EcoStruxure™ Power

For the Nemours Foundation, building a state-of-the-art, sustainable children's hospital was a bold idea. Essential to that was having emergency generators that restore life-critical power in 10 seconds or less. Thanks to Schneider, medical teams have clean, reliable and uninterrupted energy.

EcoStruxure™ Power offers:

- Complete integration with intelligent devices throughout the building
- Immediate service support and response
- Clean and reliable power for full facility uptime
- Automated JCAHO and AHCA reporting to ensure the hospital maintains its LEED Gold accreditation

#WhatsYourBoldIdea

[www.schneider.com/ecostruxure](https://www.schneider.com/ecostruxure)

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# 2011 - 2015

Fitting a decades-worth of work into a short portfolio is impossible. Luckily, the internet has plenty of room for that sort of thing. For a look at some of my past projects, please visit: [www.clippings.me/inotherwords](http://www.clippings.me/inotherwords)

# Extracurriculars



On rare occasions that my friends and I manage to find a free weekend in our diaries, we take quick trips. For our last two outings, I made sure we were the freshest tour group in the hood.



T-Shirts  
Kunming, 2017

Bumbags  
Macau, 2018

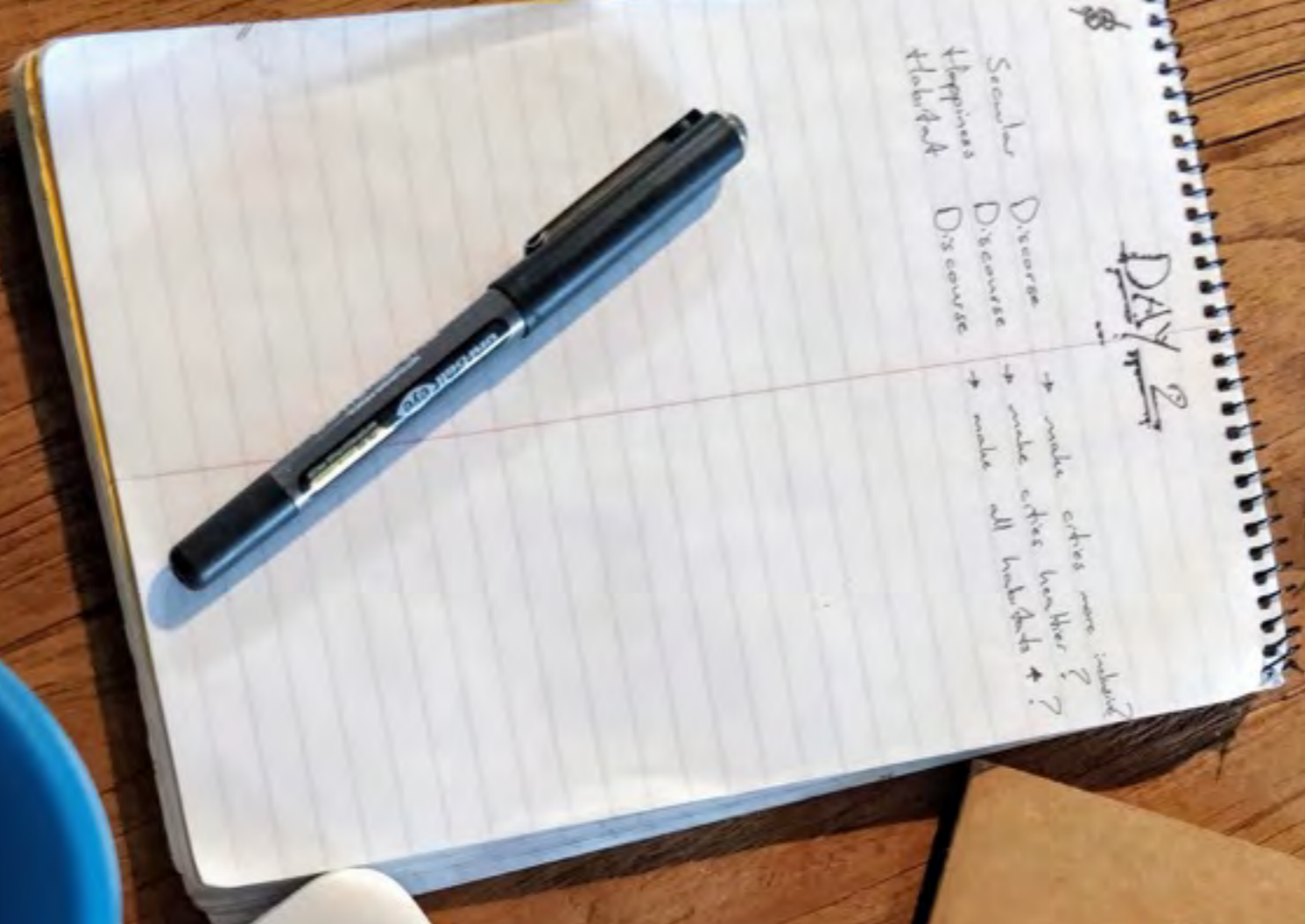




I bought my first camera last year. It's horribly complicated and it rarely focuses where I want, but every now and then, it captures a gem.



Follow me on Instagram: @jirrejuri



I'm an eager member of the Service Design community in Hong Kong. At meet-ups, coffee shops and conferences we discuss the potential UX and design thinking for governments and the public sector. We also spend a lot of time musing about cities with less cars and more jungle gyms.



# Catch me online, how bou' dat?

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