

Lena Aebli

Diplom-Designerin

Visual Designer

Team

Communications & Events
Communications Team

Topics

Communication

Lena Aebli works as a visual designer for the Ecologic Institute. Her work focuses on graphic, illustration and motion design. She supports the scientific, policy-related environmental work of the Institute with her expertise in graphic design and illustration of digital and print media. Lena Aebli works in German and English.

Lena Aebli's main interest lies in communication via videos and animated infographics. She was responsible for the creative implementation of the film production "Traces in the Arctic" (Spuren in der Arktis) of the research project "Environmental Guidelines for a German Arctic Policy" for the Federal Environment Agency (UBA). She drew and animated a 4-minute explanatory film, that was premiered at the Natural History Museum in Berlin for the conference of the Arctic science ministers in 2018. For the UBA "Information Platform on River Restoration", implemented by Ecologic Institute, she was responsible for the video editing of a documentation that informs potential stakeholders about implementation options and developed (interactive) infographics. In the European research project "Resource-efficient use of food in the entire supply chain (REFRESH)", Lena Aebli was responsible for the video editing, sound recording and animation of four project films. With animated images for the REFRESH website and various social media channels, she also supported the public relations work of the project. She designed the interactive infographics "Sustainable ideas for everyday life" for the project "Scientific coordination of the funding measure Sustainable Management (NaWiKo)", funded by the Federal Ministry of Education and Research (BMBF).

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Before working as an in-house designer at Ecologic Institute, Lena Aebli worked as camerawoman and cutter, producing brochures, flyers and posters for various agencies and private clients, including Die Junge Akademie and 365 Grad Sherpas.

Lena Aebli completed her preliminary course at the Hochschule für Gestaltung und Kunst Zürich in Switzerland and studied visual communication at the Universität der Künste in Berlin from 2000 to

2005.

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