



Elizabeth Copeland

UX specialist, graphic designer, project manager, film-maker

- and also art director, photographer, writer, concept developer, inventor, IT developer, fundraiser, managing director, consultant and teacher. I love my work :)

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Born 28th May 1963 in Copenhagen Denmark, resident in the
UK 1983-87 and 2009-2023.

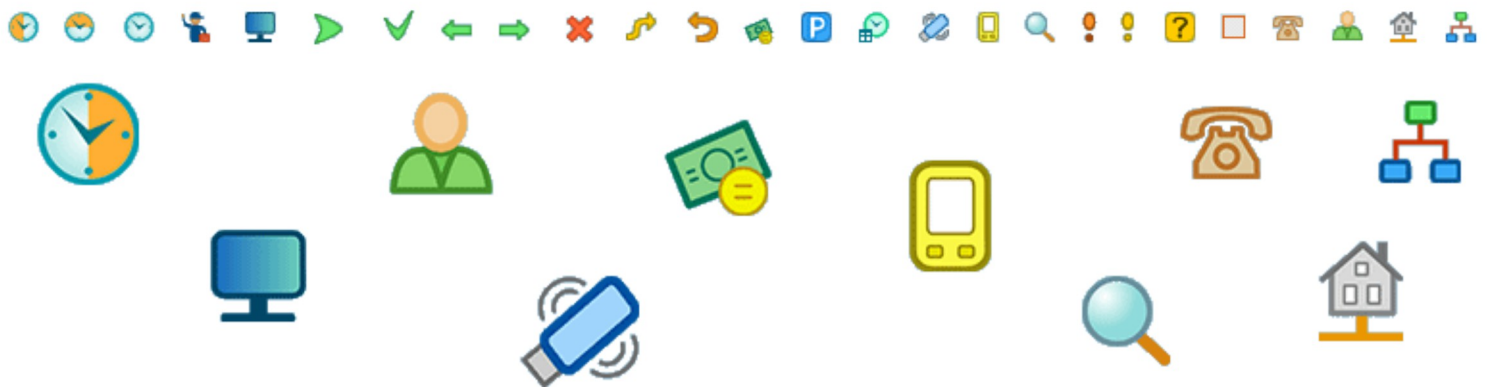
The best way I can describe myself at work is as an intersection between a creative, artistic and sensitive designer – and a calculative, hyper thinking innovator and experienced production manager with a well founded understanding of both media production and IT development processes.

I have worked professionally in film and TV in London and Copenhagen and with software development and UX design in large organisations and enterprises. Furthermore, I have worked with my own team of software developers in my previous Danish enterprise 'Soft Easy Aps', as well as designing tailor made website solutions and specialised UX together with my customers over the past thirty years.

I successfully contribute to projects whose potential I see, and I always follow through to completion.

In the period 1999 to 2000 I received total funding of 250.000 GBP from the departments of innovation at the Technological Institute of Denmark and Technological University (DTU) for my innovative software project developing a simple GUI that can be navigated by the use of human memory.

From 2000 to 2004, I was employed with Nordea Bank as UX designer and concept developer. The usability test scored top points and clients sent messages to the bank to praise the new design of the online stock trading system. The bank's portfolio managers in Luxembourg were encouraged by and very satisfied with the system's usability.



Meeting the computer screen at university in 1996 with my film-making background, I immediately saw that the GUI and all its 'bad habits' needed some tidying up.

Today, I find that, as the trend of AI is advancing, there is a growing need to keep user interface design for humans. I make the GUIs logical, attractive and with a good flow, and at the same time I put an emphasis on exploiting the possibilities for a good overview and for multi tasking.

Prototype made for
Presidential Candidate
Jolie Diane, JDfor2024.com,
in Washington

Download:
<https://we.tl/t-wz2piwjw52>

EMR Readings	EMR Injuries Send us your story Find other victims	Legal Actions	Political Actions	Sponsor our work	Partner with us
Copenhagen, Denmark Type of symptom Upload photo of sympt. Upload photo of source Write your story: Add your email: Submit T Welcome! Select your city and then your type of injuries. You can upload a photo of your symptoms and then write your story telling about when, what, how, why, how often, current status etc. You are welcome to add your contact info to your submission and then do let us have your email, so we can advice you when others in your area register with us.					

Today – August 2023

Raven's Eye Media Ltd – since 2011
<https://ravenseyemedia.com>

I operate a communications consultancy and a media production company, freeing my customers' creativity to focus on what they do best.

I identify the core essence of an enterprise, collaborating with my customer while forming a promotional strategy and design. I produce a complete palette of marketing material and IT systems including websites and films and I teach my customers how to work with their marketing efficiently and easily. I work with integrity and confidentiality.

Prototype for customer:



Americas Cup drama ended well
When the rig broke on Endeavour
the crew were ready to take action
and the ship was ready very soon
after. Endeavour lost time, but is
catching up.

See more >>



Excerpts from testimonials

You can go far with her as your business partner... it was an incredible relief to meet Elizabeth... From the very start she was inspirational and decisive and helped guide us through the decision-making process... We have already recommended Elizabeth Thomsen (Now Copeland) to our colleagues... presented the focus of MY business and MY message very accurately... I really became proud of myself when I saw the film... Elizabeth makes things happen as if by magic... she has proven to be a constructive driving force with her focus on results.

HTML, php, Microsoft Access, Qualiware repository for software development, all known standard admin/accountancy/writing tools, Google web admin tools, Classic Macromedia and now Adobe suite incl. Premiere Pro Movie editing, Photoshop, Adobe Edge, Adobe Illustrator, Adobe InDesign and Adobe Dreamweaver - and previously Macromedia Director, Adobe Flash and a long range of other media production, accountancy, and workflow tools.

Soft Image 3D modelling, AutoCad, Navision accountancy, Nordea Bank software development repository.



Another client's innovation. I am sorry, but I cannot show you more.



Previous employment and studies in chronological order

2000 – 2004 - UX designer and concept developer at Nordea Bank, Denmark

Inventing and designing new internal systems and online products within the areas of portfolio management, stock trading and information, teaching and advisory services.

1999 – 2000 - Danish Technological Institute

Consultant and Inventor. (Please also see Soft Easy Aps below.)

1996 – 1998 - Studied IT and Human Factors in Telecommunication at Danish Technological University

Information Technology and Management, Graphic Communication, Soft Image 3D-animation, Multimedia Design and Applications, Graphic Production, Telecommunication in Organisations, Development of Information Systems.

1989 – 1996 - Slots-TV and TV-Kurt, Concept developer, fundraiser, director/manager and teacher.

Project manager and fundraiser for the councils of Copenhagen and North Zealand Building and managing 2 EU-funded local TV stations, together with my students that were attending 6 months courses, in cooperation with city councils in Copenhagen and North Zealand. The TV stations produced local TV-programmes from the young producers' point of view with complete directorial independence. Use of mobile and permanent TV studios, 4 camera live recordings, as well as live TV transmissions. Topics covered in the TV programmes were boundary crossing and innovative. Many of my students are now working in the film and TV industries in Denmark.

1982 – 1989 - Freelance in the Danish and English film and TV-industries

Production manager, film editor, producer, director

1982 - Graduated from Danish A-levels

Science subjects, advanced level



Torben Joergensen, Glass artist, Holmegaard, DK

<https://joergensenmoerchdesign.dk/english/>

Raven's Eye Media, with Elizabeth Thomsen as Art Director, is an exciting and inspiring relationship.

She is not only competent and professional, she also takes pride in that, even with slow clients (like myself), we can understand her and can keep up. This requires both patience and psychological insight. You can go far with her as your business partner.



Previous production companies and projects

Raven's Eye Film Production Ltd, Soho, London, 1986 - 1990

"The Umbrella", short fiction, London 1986 (writer/director/producer - award winner), "The Paper Dove", short fiction, Copenhagen 1988 (writer/director/producer - working with cinematographer Henning Bendtsen, who previously worked with Danish film icon Theodor Dreyer), "Isle of Skye", (writer/director/producer - documentary about young criminals from East London facing the challenge of climbing Scottish mountains on a journey of self-discovery) - and a wide range of short films and documentaries in Denmark and the UK.

Soft Easy Aps (Danish limited company), 1999 - 2000

Development of software "Process and Publish" (PAP) invented in cooperation with the Danish Technological Institute and the Innovations Department of the Danish Technological University (total funding was 250.000 GBP). Pursued patent rights in Denmark, Europe and USA. The software was introduced to AT&T whose representative approved of our company name: Soft Easy.

Kinemia.net, 1990 - 2010

Media production company based in Denmark and in the UK. 126 Danish, German, British, Kuwaiti and Iranian clients. The company worked for all types of businesses and system requirements: Web sites, printed marketing, films, photography, graphic design, media and marketing consultancy (manuscript consultant on pan-Arabian feature film), teaching and coaching. Below is a design for at Kinemia customer.

dk/ - Windows Internet Explorer

://www.n-sc.dk/

avorites Tools Help

://www.n-sc.dk/

Nordfalster Svømmecenter

Forside Åbningstider Wellness Svømmecenter Café Delfinen Links
Priser/Betaling Ferie/helligdage Køb Kurbad Aktiviteter Motionscenter Kontakt

Info 1
Stor konkurrence
Tyrkisk bad
Kurbad efterår
Privat Kurbad?

Info 2
Månedens kunstner
Facebook

Info 3
Svømmeklub Syd
DM i SaunaGus

Nordfalster Svømmecenter
Stationspladsen 8, 4840 Nørre Alslev

Author and artist, Jason Liosatos, wrote

Elizabeth has been a tremendous asset in helping us with our goals. She often makes things happen almost before you have finished asking her, and is always at hand and available to help push important projects through to fruition, and to rectify and fix any problems that crop up. Elizabeth makes things happen as if by magic, and is a real manifestor, creator and sculptor of ideas into reality, pulling ideas and existing material into shape and form, like a chef does by pulling all the ingredients together into a solid meal. I highly recommend her for any project large or small, nothing is a problem for her but simply a situation to be transformed and transmuted into something positive and useful, and she has done it and informed you sometimes in a matter of minutes.

Nordea's director, Søren Riisager, wrote

I hereby give Elizabeth my best recommendations. Working together on projects for the Nordea website, she has proven to be a constructive driving force with her focus on results. She is thorough, systematic and good at planning, and she is very resilient. As a person I have found Elizabeth full of energy, good at raising the spirits, loving the team work and somebody who enjoys giving and inspiring her colleagues.



Lisbeth Bech, Hypnotherapist, wrote

As a self employed person, I am very busy and all I want is to be a therapist and not need to have to spend a lot of time and resources working out how to promote my business. So it was an incredible relief to meet Elizabeth. She made it very clear from the beginning exactly what I get and what it costs me. Elizabeth sent clearly worded emails with bullet points from which I had a good overview of what she could offer to help me with and I selected and made priorities in collaboration with Elizabeth, who explained to me in a comprehensible way, exactly what I could achieve from the different efforts.

Furthermore, Elizabeth emphasized from the very beginning that she also sees herself in the role as consultant and she has really aimed to teach me so that I progressively have taken over nearly everything. Her ability to make complex matters simple to me has given me the support I needed to develop my business. Elizabeth's professional manner of working has made me enjoy working with her and this gives me energy in a busy working life.



Penny Paddle, Paddle & Cock Solicitors, wrote

It has been a joy to work with Elizabeth on setting up my husband's art website. From the very start she was inspirational and decisive and helped guide us through the decision-making process. I love her enthusiasm and the way she involved us in the creative decisions. She was also very flexible in either helping us to do things for ourselves, or doing them for us if we ran out of time. She was great to work with and I can thoroughly recommend her.



A selection of my icon designs above.

My street office is open every week (summer break in July and August). I offer promotional consultancy, website design and production (sometimes while you wait), powerful artwork, the world's easiest website editor, film-making by an award winning producer for enterprises, associations and private individuals - and I also have offers for a very special enterprise; the family, to whom I produce fun boardgames involving cakes, maths puzzles, stories, poetry and more - and I offer food: "Brilliant Bites" for those who need a fulfilling, tasty and healthy smaller lunch. At the moment I am establishing a street photo studio with Tilley lamps (pressure gas lamps from the 1940ties).



New bottle label design for organic farmer in Mexico.

You look through the syrup at the background.



Links to more design

My website

<https://ravenseyemedia.com>

About the website

<https://ravenseyemedia.com/501.asp>

GUI design and innovation

<https://ravenseyemedia.com/504.asp>

Intranet

<https://ravenseyemedia.com/508.asp>

Logo design

<https://ravenseyemedia.com/601.asp>

Webdesign

<https://ravenseyemedia.com/602.asp>

Labels and product branding

<https://ravenseyemedia.com/603.asp>

Posters

<https://ravenseyemedia.com/604.asp>

Book cover

<https://ravenseyemedia.com/707.asp>

Graphics and animations in presentation film

<https://ravenseyemedia.com/201.asp>

Website Holmegaard Danish glass

<https://joergensenmoerchdesign.dk/english/>



Background



1987
Editing "The Umbrella"
at the 16mm Steenbeck
editing table.

I was trained in the Danish and English film and TV industries, from clapper/loader to producer (DR, Nordisk Film, Thames TV, LWT, C4, Trans World Int., Pinewood Studios) as an apprentice and freelance worker.

In 1988 I went on a study tour to Paris, showing my first film "The Umbrella" to French audiences and studying with "Gaumont" and fringe media companies.

I have made several hundred films portraying people and enterprises, bringing messages across and always with a touch of cinematic poetry, which was a brand that I was given by the London-based poet Victoria Kingsley Parker, when she came to my film premiere of The Umbrella in The Everyman Cinema in Hampstead in 1988.

In 1996, I studied for 2 years at the Technological University of Denmark (Human Factors in Telecommunication and IT Technologies) and this gave me a great new set of opportunities for exploiting my creativity.

Awards and exhibitions

The Umbrella (28 min short fiction)

Filmfestival in Huy, Belgium (Palm d'Argent, Prix de l'Office du Tourisme)

Filmfestival Wattrelos, France (Medaille d'Or)

Independent Film Festival Cork, Ireland (Best European Film)

Read more and view the film: <https://ravenseyemedia.com/208.asp>

Film and sculpture installation exhibited in 1997 at the Charlottenborg Arts Museum and Aarhus Arts Museum with artist Kirsten Dufour. For this exhibition I invented a "Praxinoscope": a very simple 35mm film projector.



Dearest Elizabeth! It's so good! I wish to express my great admiration for how you have edited it all together and how well it works. I am not used to saying this, however I really became proud of myself when I saw the film. For the first time ever, I was not embarrassed to see myself on film, and I could sense myself and my messages very clearly. I actually got tears in my eyes and felt a little silly. 1000000000000 grateful greetings from a very satisfied and touched client in Denmark!

I had tears in my eyes when I saw myself on film. It all became so clear and I felt I was unique and very authentic. Elizabeth, you also presented the focus of MY business and MY message very accurately. You really 'see' the person/business you portray on film. I feel very comfortable working with you.

Breeding and training Welsh Cob ponies in the natural way, inspired by Klaus Hempfling, Pat Parelli and The Spanish Riding School in Vienna. Teaching the buyers of the horses how to keep them and ride them. (Project under development: <https://ravenseyemedia.com/truehorselove>)



Above is a prototype for a customer.

Ideas behind my work

We, who have worked, sweated and innovated within the industry of IT development, communication and media, for over four decades, understand that it is the human brain and heart driven tools that prevail, while all other propped up marketing tricks have a short life in the real world. Today's challenge is that the marketing and cohesion into using machine driven, part labeled AI, designs and workflows is now so massive (the peak before the collapse), that these methods can be difficult to circumvent.

Many experienced User Experience designers (UX) see every day how the machine and alleged 'business' driven decisions and style of development work is a massive waste of time and resources, as the original business requirements still stand, the customer's needs are still the same and yet the concluding software development requirement specification is never fulfilled, just anticipated with the lowest denominator of 'being seen to fulfill the contract' and thus the overall technological structure (the software architecture) quickly does not fit the future, the functionalities are not complete and of a low quality and they do not speak to each other. Well, and then there is the questions of usability. Is the Graphic User Interface (GUI) and the User eXperience (UX) meant to be made for humans or made to be the most practical for machine processing? Let's make it human :)



Some flash backs

Above are my students in their street studio touring Denmark and below is my on location with cinematographer Henning Bendtsen, shooting "The Paper Dove". Previously, Henning also worked for the Danish film-production icon Theodor Dreyer. View The Umbrella: <https://ravenseyemedia.com/208.asp>
Obituary in The Guardian: <https://www.guardian.co.uk/film/2011/feb/17/henning-bendtsen-obituary>



Helle Aagot, Project manager, Copenhagen Fire Brigade, wrote

We have had a lot of comments about our film on our Facebook page. Everyone thinks it's a very good film. We have already recommended Elizabeth Thomsen (red.: now Copeland) to our colleagues at Copenhagen Council.



Film on YouTube:

<https://youtu.be/KMY9OvSnS-M>