

ENYA AUTUMN TRENHOLM-JENSEN

Semiotician · Brand Strategist · Artist

Berlin, Germany

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CURRENT WORK

Gemic

- Strategy Lead | 2025–Present
- Senior Strategist | 2024–2025
- Strategist | 2022–2024

EDUCATION

- **MA, Cognitive Semiotics & Visual Anthropology** | Aarhus University, with research year at Seoul National University | 2020–2022
- **BSc, Applied Psychology** | Glasgow Caledonian University, with Erasmus at Universidad Complutense Madrid | 2016–2020
- **Research assistant & intern** | Department of Clinical Neuroscience, Karolinska Institute | 2019

SELECTED WORKS & PROJECTS

- **Large Labor Model** · 2026 · Interactive data project · largelabormodel.com is a model of human labor across two centuries, mapping what people do for a living, and how many of them do it. An anti-forecast: less a prediction of AI's reach than a historical view of what job loss has actually meant.
- **Notes to Notes** · 2024 · An algorithmic translation of ethnographic transcripts into music; mapping semantic charge to musical register and grammatical cues to rhythm. A practical proposal for sensorial transference as an antidote to information fatigue. Group exhibition. Santa Monica College Performing Arts Center, Los Angeles.
- **Dissected: The Myths behind Meat Marketing** · 2022 · Semiotic study for Greenpeace. A semiotic mapping of how the meat industry builds cultural presence and quietly defines what 'normal' looks like at the dinner table.
- **The Semiotics of Soft Power** · 2022 · Master's thesis. A semiotic analysis of soft power mechanisms through language, music, and art. Awarded the highest possible grade.

TALKS & PUBLICATIONS

- **Alcohol, AI & the trouble with Invisible Substances** · 2026 · On AI as alcohol's modern descendant: a semiotic reading of two invisible substances and the cultural arcs that made them meaningful. Semiofest, Warsaw.
- **Images & Imaginaries: Reflections on a New Paradigm of Ethnographic Images** · 2023 · A PechaKucha as part of the main program. EPIC Conference, Chicago.
- **'Beyond Tingles: An exploratory qualitative study of the Autonomous Sensory Meridian Response (ASMR)'** · 2022 · Bachelor's thesis published in PLOS ONE.

AWARDS, GRANTS & HONOURS

- **Global Korean Scholarship Recipient** · 2021 · Korean Education Ministry. One of four scholarships awarded to all incoming students of exceptional promise.
- **Best Academic Performance** · 2020 · Glasgow Caledonian University Psychology Department. Awarded for top academic performance in the year cohort.

METHODS & SKILLS

- **Research:** qualitative research design, semiotic analysis, ethnographic fieldwork, in-depth interviewing, cultural insight generation, trend analysis.
- **Strategy:** brand and category strategy, product and experience innovation, strategic communications and positioning, narrative and thought leadership development.
- **Practice:** writing, building, and producing concept to delivery across text, sound, video, on screen and in space.