

# NADINE NELLA GAN

Due to graduate from London College of Fashion, UAL on BA (Hons) Creative Direction for Fashion.

A multidisciplinary digital creative individual with over 2 years of experience ranging from fashion and creative design in digital touchpoints to e-commerce management. Fluent in multiple technical softwares and passionate about visual branding. Communicated closely with the Creative Directors and Founders on various projects and campaigns. Looking for an opportunity to develop and grow within a business, to add value to the company.

Currently studying in the UK under Tier 4 Visa

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## EDUCATION

### BA (Hons) Creative Direction For Fashion

London College of Fashion, UAL

Sep 2017 - July 2020 (Current)

- UAL Student Ambassador, Course Representative and Podcast Guest Speaker

### Fashion Stylist Diploma Programme

Istituto di Moda Burgo, Milan

Sep 2014 - Dec 2016

### 7 iGCSEs

(Awarded ICE Award: Distinction)

Sekolah Lentera Indonesia,

Jakarta

July 2014

Grades A\* - B

## TECHNICAL SKILLS

- **Adobe Software:** Photoshop, InDesign, Premiere Pro, After Effects, Lightroom & XD
- **4D/3D Design:** Cinema 4D, Spark AR & SketchUp
- **CMS:** Shopify, Mailchimp, Wix, Wagtail, Klaviyo & Sendinblue
- **Others:** Sketch, Microsoft Office & DSLR Camer

## INVOLVED IN

- **The Future Laboratory 2019** - Research Focus Group & Guest Panellist for [Youth Futures 2019](#)
- **LCF x The Future Laboratory 2019** - Selected to present a collaborative trend insights report to the Founders and rest of the company
- **Milan Fashion Week 2016** - Fitter
- **Jakarta Fashion Week 2014** - PR Assistant

## LANGUAGES

English, Indonesian, Italian & Mandarin

## INDUSTRY EXPERIENCE

### Freelance Digital Creative

[Mathieu Simo](#)

Nov 2019 - Current

*A Boutique Salon in Mayfair founded by Mathieu Simo*

- **Visual Branding:** Worked directly with the Founder in designing a website, landing sites, informational booklet, posters and flyers

### Digital Design Internship

[SHOWstudio](#) & [MACHINE-A](#)

Aug - Oct 2019

*An award-winning fashion website, founded and directed by Nick Knight. SHOWstudio also manages Machine-A's, an independent luxury designer concept store, e-commerce & Instagram account*

- **Visual Branding:** Redesigned Live Review & Voicemail Interview Youtube thumbnail & Instagram Story templates
- **Photography:** Captured the live collaboration between Stephen Doherty & William Farr
- **Digital Design:** Designed weekly newsletters, created GIF & moving image assets for social media & website
- **Post-Production:** Worked on photo retouching & compositing
- **CMS:** Curated visual contents for NYFW's SS20 runway pictures for the website
- **3D Design:** Recreated an office room with accurate measurements on Google Sketchup

## **Digital Design Internship**

### OMO Creates & Modern Matter

Apr - July 2019

*A luxury fashion creative agency that also publishes the widely-known Kilimanjaro publication & Modern Matter featuring independent contemporary artists*

- Graphic Design: Worked closely with the Creative Director designing Modern Matter 16
  - CMS: Designed content pages for Omo Creates & Modern Matter websites
  - Art Direction: Assisted in curating & designing treatments, moodboards and a short film proposal
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Apr 2019 - Nov 2015 (Ordered in most recent):

## **Graphic Design Internship**

### For Art's Sake

*A design & lifestyle brand based in London specializing in handmade luxury sunglasses & optical glasses*

## **Marketing Internship**

### Style Incorporated

*A recruitment agency for luxury fashion and lifestyle companies*

## **Part-Time Fashion E-Commerce Assistant**

### Libby Loves

*A WRTW e-commerce brand based in London*

## **Operational & Fashion Marketing Internship**

### YOSUZI

*A luxury accessories brand combining superior craftsmanship with modern-led design specializing in straw hats and bags ethically made by Venezuelan craftsmen*

## **Social Media & Operational Internship**

### KRAVELIST & The Kulturator

*Kravelist is a luxury fashion concierge and personal shopping service based in Jakarta. The Kulturator is a start-up sister brand that consigns and sells preloved luxury fashion goods*

## **Fashion Design Internship**

### LOTUZ

*A luxury WRTW brand based in Jakarta*

## **Key Responsibilities** in aforementioned roles include:

- UX Design: Redesigned website pages & online shopping user journey (Desktop & mobile version)
- Visual Branding: Redesigned brand packaging, to enhance the unboxing experience
- Graphic Design: Proposal, client-facing presentations & promotional digital touchpoints
- Social Media Management: Scheduled Instagram & Facebook campaigns, collated weekly engagement reports
- E-Commerce Management: Managed Shopify and logistics
- Studio/Styling Assistant: Assisted in photoshoots for lookbook & e-commerce website
- Customer Service & inventory management