

NADINE NELLA GAN

A multidisciplinary digital creative and a First Class Honours graduate from LCF in Creative Direction for Fashion, with over 2 years of experience ranging from concept development, digital design to e-commerce management in the fashion, beauty and creative industries.

Fluent in multiple 2D, 3D and AR 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 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

- 1st Class Honours
- Course Representative, UAL Student Ambassador and LCF 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 & Webflow
- **Others:** Sketch, Microsoft Office & DSLR Camera

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

Graphic Design Internship

[baab](#)

July 2020 - Current

A creative and marketing agency based in London focusing on the startup industry

Freelance Digital Creative

Clients incl. [Mathieu Simo](#), [Indonesia Design](#), [KMP Beauty](#) & [Libby Loves](#)

Nov 2019 - Current

- Visual Branding: Redesigned brand logo and social media brand aesthetic
- Digital Design: Designed websites, landing sites, Instagram artworks (still, animated & GIFs), informational booklet, posters and flyers
- E-Commerce Management (Shopify)

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

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 logo & packaging
- 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