

NADINE NELLA GAN

DIGITAL DESIGNER · BRANDING · E-COMM &
SOCIAL MEDIA MANAGER

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EDUCATION

BA (Hons) Creative Direction for Fashion

London College of Fashion, UAL

Sept 2017 - July 2020

First Class Honors, Student Ambassador & Course

Representative

- Art Direction, Trend Research, Concept Development, Creative Strategy, Digital Design & Proposal/Pitches

TECHNICAL SKILLS

- **Languages:** English, Indonesian & Italian
- **Adobe:** Photoshop, InDesign, Premiere Pro, After Effects, Lightroom & XD
- **4D/3D Design:** Spark AR, SketchUp & Cinema 4D
- **CMS:** Shopify, Mailchimp, Wix, Wordpress & Webflow
- **Others:** Sketch, Microsoft Office & DSLR Camera
- **Currently Learning:** Creative Coding, HTML

KEY INDUSTRY EXPERIENCE

London & Jakarta (Remote)

Jan 2019 - Current

Digital Creative

Freelance

- Companies incl. Red Flags App, Indonesia Design, KMP Skin, Mathieu Simo, Libby Loves & Modena
- Responsibilities incl. **Mobile App (UX) Design, Website (UX) Design, Social Media Content Creation, E-Commerce (Shopify) Management & Graphic Design**

baab

Startup Creative Agency

London

Aug - Sept 2020

Digital Project Manager & Graphic Designer

Part-Time

- **Project Management:** Built an internal manual and system to ensure the team of designers work together efficiently.
- **Visual Branding:** Collaboratively worked with the team and co-founders in redesigning the agency's brand guidelines, logo and social media contents (Curation and creation)

SHOWstudio & Machine-A

Fashion Film & E-Commerce Platform

London

Aug - Oct 2019

Digital Designer

Internship

- **Visual Branding:** Redesigned Youtube thumbnail & Instagram Story templates
- **Graphic Design:** Designed weekly newsletters, created GIF & moving image assets for social media & website
- **Post-Production:** Worked on photo retouching & compositing

OMO Creates & Modern Matter

Creative Agency & Publishing Company

London

Apr - July 2019

Design Assistant

Internship

- **CMS:** Website content curation
- **Art Direction:** Worked closely with the Creative Director in designing treatments, a short film proposal & Modern Matter Issue 16