



THENABILRIDALI@GMAIL.COM

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A fervant creative with a resourceful mind, constantly experimenting on ideas to create a lasting impression. Regularly seeks feedback to improve his works, always striving to grow as a creative.

EDUCATION

DIPLOMA IN CREATIVE DIRECTION FOR FASHION, LASALLE COLLEGE OF THE ARTS
AUGUST 2023 - APRIL 2026

- Acquire comprehensive technical skills, industry insights, and design processes to enhance creative direction in digital promotion and social media within the fashion sector.
- Develop fashion editorial layouts and formulate digital marketing strategies for fashion brands.

HIGHER NITEC IN VISUAL MERCHANDISING, INSTITUTE OF TECHNICAL EDUCATION
APRIL 2020-APRIL 2023

- Explore methods to create an engaging window and in-store display experience using diverse media to attract customers.
- Creating signages and interior display, implementing seasonal themes, enhancing the aesthetics.

EXPERIENCE

VISUAL MERCHANDISING INTERN, POLLYANNA CONCEPTS
OCTOBER 2022-DECEMBER 2022

- Assisted in visual merchandising responsibilities at Pollyanna's office and their Christmas pop-up stores around Singapore
- Designed flower arrangements and miniature moss walls for online customer orders.
- Setting up of green walls for homes and commercial spaces,

SKILLS

Photography

Creative Direction

Brand Strategy

Adobe Illustrator

Adobe Photoshop

Adobe Premiere Pro

Multitasking

Styling

Sewing

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