

NADIA FERDY

EDUCATION

Lasalle College of the Arts

April 2023–March 2026

Diploma in Creative Direction For Fashion

Temasek Polytechnic

April 2020–Jan 2022

Diploma in Apparel Design and Merchandising



WORK EXPERIENCE

Beauty Editorial Intern
Vogue Singapore (Media Publishares)

July–Dec 2025

- Supported editors and beauty writers by pitching, writing, and producing content for digital and print.
- Writing [weekly articles](#) related to beauty and health.
- Conducted doorstep with [F1 driver Lando Norris](#) on behalf of Vogue Singapore during the Polo Red Racing event.
- Testing products, liaising with brands and attending beauty events to get the scoop on the latest beauty news.
- Assisted with styling for a [January Digital Cover shoot](#) featuring actor Zhou Yiran.
- Assisted with the preparation and Glam Room beauty workshops during Next In Vogue, Vogue Singapore's annual milestone event.
- Was a set assistant on an Aesop x Vogue Singapore shoot.

ABOUT

A dynamic individual with an interest for creative direction through concept storytelling. Adept at collaborating with creative teams to produce innovative ideas, no matter the medium I am working with.



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portfolio link (computer):

<https://readymag.website/5173732>

Sales Assistant
n_p_c_c

Sept 2024–July 2025

- Utilised specialised terminology to elevate the retail experience, ensuring an engaging and immersive customer journey.
- Oversaw daily store functions, maintaining organization, efficiency, and seamless customer interactions.
- Communicated the brand vision through curated interactions, aligning retail with brand identity.
- Ensured product presentation and store layout reflected the concept's aesthetics while driving sales.

Production & Marketing Intern
Checkpoint Theatre

February–August 2023

- Created social media content for Instagram and Tiktok
- Put together show feedback pamphlets: Touched up images from photographers
- Copywrote for social media content and publications
- Assisted production manager in liaising with set & audio designers
- Managed set and wardrobe live performances during the run of 'Brown Boys Don't tell Jokes'
- Contributed to the planning of 'Checkpoint Celebrates', the theatre company's annual fundraising gala
- Managed actor and directors needs during rehearsals and performances
- Had an active voice during company meetings about marketing, community engagement, production and design,
- Took meeting minutes on behalf of the company for archival
- Intern experience was featured on their recruitment page for interested applicants

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NOTABLE PROJECTS

The Aura Reset

December 2025

- Wrote a viewpoints article for Vogue Singapore exploring the rise of alternative spiritual practices in contemporary culture.
- Interviewed a range of spiritual practitioners to uncover motivations behind shifting attitudes toward wellness, identity, and meaning-making.
- Synthesised cultural trends and first-hand insights into a cohesive narrative on modern spirituality
- Framed the piece through a lifestyle and cultural lens, aligning with Vogue Singapore's editorial voice and audience.

Love, Bonito Campaign Pitch

January–May 2025

- Was chosen picked by Love, Bonito as the best proposed project
- Pitched a targeted campaign to Love Bonito executives aimed at university students seeking stylish, on-the-go fashion solutions.
- Developed campaign concept and strategy, focusing on convenience, trendiness, and affordability for busy university students.
- Collaborated with Design Communications and Interior Design Students, communicating with them to provide campaign imagery for a brand booklet and pop-up store space.

Personality Profile Project

January–April 2024

- Wrote an article featuring the many facets of Singer–Songwriter/DJ, Khally
- Conceptualised an editorial that fit the creatives style, doing background research on her musical inspirations, Neo–Soul and Hip-hop
- Interviewed the creative in depth, asking questions that connected her different art forms into one artistic intention

Nephilia E–publication

January–April 2023

- Conceptualised a personal e–publication based on Surrealism
- Ensured the execution and vision of the publication was cohesive
- Analysed growing and upcoming trends in my written trend reports and shopping page layouts, and related them back to surrealist styling concepts
- Styled and photographed the fashion shoots, based on my trend reports

SKILLS

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| <ul style="list-style-type: none">• Copywriting• Content Creation• Influencer outreach• Collaboration• Project Management• Production Scheduling• Photography• Branding conceptualisation• Styling• Photoshop• Illustrator• Lightroom• Procreate• Premiere Pro• After Effects• Image touch-ups | <ul style="list-style-type: none">• Effective communicator• Leadership• Adaptability• Attention to detail• Narrative driven• Team player• Critical Thinking• Product Sourcing• Fashion Production• Fashion Buying• Pattern making• Sewing• CLO3D (Taf.tc Apply Virtual Fit Evaluation Certified) |
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