



# Seline Wionna

MULTIDISCIPLINARY FASHION CREATIVE

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## SUMMARY

Specializing in visual storytelling, styling, and creative direction. Experienced in shaping concepts across fashion editorials, digital campaigns, and brand visuals. From mood-boarding and styling to shoot coordination and image refinement, I bring creative ideas to life through thoughtful and cohesive visual execution.

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## EDUCATION

### **LASALLE College of Arts | 2023 - 2026**

Diploma in Creative Direction for Fashion

Relevant Coursework : Creative Direction, Fashion Styling, Fashion Photography, Fashion Illustration, Fashion Writing, Fashion Media, Digital Visualization for fashion.

### **SMAK Yos Sudarso Batam | 2019 - 2022**

Science (MIPA)

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## EXPERIENCE

### **Event Management / Creative Assistant | Oct 2025 - Present**

Artclaytion Atelier - Part-Time

- Supported the development of creative concepts, proposals, and mockups for luxury brand activations
- Assisted in planning and executing experiential workshops and brand events
- Coordinated with clients, vendors, and suppliers on production and setup requirements
- Managed on-site operations, including styling, setup, and ensuring smooth guest experience

### **Design Intern | Aug 2025 - Oct 2025**

Artclaytion Atelier - Internship

- Developed presentation decks, mockups, and design proposals for brand activations
  - Assisted in conceptualising workshop ideas and experiential design elements
  - Supported sourcing of materials and preparation of samples for client presentations
  - Assisted with on-site setup and execution of events and workshops
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### **Retail Sales Associate | June 2025 - June 2025**

Dirty Manner - Seasonal

- Conducted sales to sell sustainable durable outdoor fashion clothing at ECA: Field Trip pop-up and Design Assembly pop-up.
- Showcasing good product knowledge and provided exceptional customer service.
- Promoting sustainable choice brand to customers.

### **Backstage Crew & Dresser | Mar 2025 - May 2025**

Daniel Boey creatives pte - Freelance

- Assisted in coordinating model line ups and cues, and managed show flow ensuring a smooth backstage operation during the runway for Hermès SS/25 Men's Trunk Show, Cartier's Nature Sauvage Gala 2025, NAFA Graduation Fashion Show 2025.
- Assisted models with the dressing with quick but organized outfit changes.

### **Promoter | Dec 2024 - Dec 2024**

Takashimaya Singapore Ltd - Seasonal

- Engaged with customers to promote the brand's product.
- Highlighting customers needs as the part of the experience.
- Achieved sales targets and increased brand awareness through exceptional customer service and product knowledge.

### **Retail Sales Associate | Nov 2024 - Nov 2024**

KIBO - Seasonal

- Conducted sales to sell ethically hand-crafted shoes made from up-cycled materials at The Christmas Atelier at Asia Square.
- Showcasing good product knowledge and provided exceptional customer service.

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#### SKILLS & LANGUAGE

##### Language

- English - Fluent
- Chinese - Fluent
- Bahasa Indonesia - Native

##### Soft Skills

- Teamwork
- Adaptability
- Attention to detail
- Creativity
- Problem-solving

##### Hard Skills

- Adobe Creative Suite
  - Illustration
  - Design
  - Editing
  - Photography
  - Styling
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