

Edeline Surya

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Education

LASELLE College of Arts, Singapore

Aug 2023 - May 2026

Bachelor of Arts (Honors) in Fashion Media and Industries

- Relevant Courses: Design Skills, Creative Direction, Marketing and Branding

Academic Projects

Final Year Project: GLUT

Aug 2025 - May 2026

- A satirical fashion publication exploring overconsumption and the construction of sustainability through provocative imagery, styling, and editorial design.
- Key Achievements
 - Conceptualised and directed a full editorial publication.
 - Designed and prototyped a multi-page online publication in Adobe XD, developing a cohesive visual system across multiple pages including typography, colour, layout, and image treatment.
 - Produced and edited visual content driven by interview-based research on perception and fashion narratives.

Skills

- Languages: English (Native), Bahasa Indonesia (Native)
- Digital: Adobe Photoshop, Illustrator, InDesign, Lightroom, XD, Microsoft Excel, Microsoft Word
- Competencies: Content creation, branding and marketing, social media management and analysis

Experience

Love Bonito, Singapore

Nov 2025 - Present

Part-time Retail Staff

- Delivered personalised styling consultations to 5 customers per shift, providing advice on fit, colour, and silhouette to drive purchase
- Collaborated with the store manager to maintain operational standards of greater than 90%.
- Communicated ongoing promotions to customers on the floor, contributing to an average of 3 sign ups daily.

Huper Audio, Indonesia

May 2025 - July 2025

Media Intern

- Conceptualised, produced, and starred in the brand's most-viewed TikTok to date, contributing to a follower growth from 8,000 to 10,000 over 3 months.
- Optimised catalogue workflow by introducing InDesign for compilation, eliminating manual renumbering across 80+ pages and reducing update time substantially; onboarded 1–2 team members to the system.
- Contributed to the design and development of T-shirt merchandise for the brand's first commercial release, with designs adopted as staff uniforms and conceptual pieces progressing to test printing.