

FAN JINGHAN

FASHION DESIGNER
MEDIA & MARKETING
SEWING VIDEO CONTENT CREATOR

CONTACT

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-  Singapore
-  [小猪哈哈_手工制作 handmade_byrice](#)

SKILLS

Graphics & Illustration
Photography
Product Development
Garment Making
Pattern Drafting

Software Skills
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe Lightroom
Adobe Premiere Pro
Blender

EDUCATION

- LASALLE College of the Arts, Singapore**

BA (Hons) in Fashion Media and Industries

August 2022 - present
- Arts University Plymouth, UK**

BA Fashion Media & Marketing
Student Exchange

February 2024 - June 2024
- City University of Hong Kong**

Certificate, Summer Exchange

June - July 2023
- Temasek Polytechnic**

Diploma in Apparel Design and Merchandising

2014 - 2017

LANGUAGES

- English
- Mandrain

PROFILE

A passionate fashion enthusiast with 3 to 5 years of experience in garment production and e-commerce operations, gained through freelancing and work at a garment-making company. Skilled in turning design concepts into reality and delivering client satisfaction, I'm eager to contribute my expertise to the fashion media industry.

WORK EXPERIENCE

SOCIAL MEDIA CONTENT CREATION INTERN

- Nanjing, Jiangsu Province, China

JULY 2024 - AUGUST 2024
- Created and managed engaging content for Douyin, Xiaohongshu, and WeChat.
 - Captured, edited, and promoted images and videos of lessons and activities.
 - Developed compelling copy and layout designs tailored to each platform.
 - Adapted content for platform-specific audiences and ensured alignment with marketing goals.

E-COMMERCE OPERATIONS

- ESTA PTE LTD

NOVEMBER 2020 - AUGUST 2022
- The Fabric Marketplace - Est 2021**
 - Oversee e-commerce operations, including SKU generation and inventory management.
 - Strategize and manage SEO keywords on Shopify.
 - Develop strategies for new arrivals and craft EDM newsletters.
 - Create engaging social media content for Instagram and TikTok.
 - Conduct product photography for visual representation.
 - Participate in online and offline customer service, addressing fabric inquiries.

CLIENT ACCOUNTS MANAGEMENT

- ESTA PTE LTD

NOVEMBER 2020 - AUGUST 2022
- LIFT: Integrated Fashion Solutions**
 - Manage client accounts in the fashion design sector, overseeing sourcing, sampling, and product development.
 - Handle sampling and bulk production for women's, children's and sports wear.

DTP OPERATOR

- ACCEA SINGAPORE PTE LTD

JUNE 2017 - APR IL 2019
- Manage desktop operations for printing tasks.
 - Optimize design software usage (Adobe Illustrator, Photoshop, InDesign).
 - Ensure efficiency and quality in print production.

FREELANCE FASHION DESIGNER

- KNITS CAPSULE PTE LTD

AUGUST 2017 - AUGUST 2018
- Research fabric trends, trims, colors, and shapes.
 - Develop innovative ideas for new collections.
 - Create Spec Sheets and Technical Drawings for collections.
 - Discuss sample garments and seek improvements.
 - Produce graphic illustrations for social media and email campaigns.
 - Perform sewing tasks for quality and precision.

FASHION DESIGN INTERN

- FUCHSIA LANE SINGAPORE

AUGUST 2016 - NOVEMBER 2016
- Design intricate patterns for embroidery.
 - Produce fashion sketches and technical drawings for garments.
 - Develop mood, inspiration, and fabric boards for new collections.
 - Create social media posters for Instagram and Facebook.
 - Contribute to collection photoshoots and model fittings.
 - Use industrial sewing machines for sewing tasks.