

CONTACT

 Female/ 25

 +65 88307312

 natawang184@gmail.com

 Singapore

EDUCATION

2023-2026

LASALLE COLLEGE OF THE ARTS

- Fashion Media and industry

2020-2022

INSTITUT FRANÇAIS DE LA MODE

- Fashion Design

SKILLS

- Creative Strategy & Visual Editing
(Fashion Styling, Brand Storytelling, Art Direction)
- Fashion image making (Fashion photograph, AIGC)
- Media & Digital Marketing (Social Media Management, Xiaohongshu/Instagram Branding)

SOFTWARE

- Design & 3D Modeling: Adobe Photoshop / InDesign / Illustrator / Lightroom / XD / Blender / Nomad
- Video Editing & Color Grading: Premiere Pro / DaVinci Resolve
- 3D & Interactive Design: Unity
- Office Tools: Microsoft Office
- Midjourney

LANGUAGES

- Chinese
- English

WANG YUWEN

FASHION MEDIA | CREATIVE STRATEGY | STYLING EDITOR

WORK EXPERIENCE

BEASTCORP (Singapore Digital Creative Agency)

Editorial Assistant

MAY 2025 - JUL 2025

- Completed monthly social media reporting for brands including Sol Luminaire, Maxi-Cash, Takashimaya, and Savior Wellness
- Assisted in the execution of the CATERPILLAR brand event
- Assisted in the SharkNinja photoshoot
- RISIS Xiaohongshu content creator

VOGUE China

New Media Editorial Assistant

MAR 2025 - JUN 2025

- Content publishing for VOGUE Vintage event
- Content publishing for VOGUE Vacation event
- Publishing of May/June issues
- Copywriting for new media release of VOGUE China Fashion Fund
- Copywriting for new media release of VOGUE x Xiaohongshu Red Gala
- Copywriting for new media release of VOGUE Art
- Daily content updates for VOGUE on Xiaohongshu and Weibo

ANOTHER WORLD (Singapore Home & Lifestyle Brand)

Brand Creative & Assistant to Founder

AUG 2024 - NOV 2024

- Led brand identity development, refining market positioning and product selection
- Planned and curated content for Instagram, optimizing brand visuals and engagement
- Assisted in offline store events, including visual merchandising and event coordination

Bazaar Art (Harper's BAZAAR China)

New Media Editor

JUL 2024 - NOV 2024

- Managed Bazaar Art's Xiaohongshu (RED) account, updating daily content on art discovery and global exhibitions
- Wrote high-quality fashion and art content, curated visual layouts, and enhanced audience engagement
- Assisted the editorial team with article processing and digital content strategy

KZ KSIEZYC (Chinese Designer Brand)

Fashion Design Intern

NOV 2021 - MAR 2022

- Participated in the Nike x Chinese Designers project, contributing to the launch of conceptual sportswear worn by professional athletes
- Assisted in seasonal product development, including garment design, fabric selection, and accessory adjustments
- Styled and coordinated seasonal campaign shoots

PROFILE

With a multicultural background in fashion media and design, I have built a solid foundation in fashion creation at IFM Paris and further honed my expertise in fashion media and industry studies at LASALLE Singapore.

I specialize in visual storytelling, brand development, and cross-disciplinary collaboration, possessing the ability to conceptualize and execute creative projects that balance artistry and commercial strategy.

Passionate about fashion media, brand innovation, and styling direction, I am eager to explore new creative opportunities and bring impactful narratives to life.