

HOI SHUEN CARISSA CHI

GRADUATE IN FASHION MARKETING



PROFILE

A recent graduate in Fashion Marketing with experience in management in school and graphic design, who is willing to learn and bear responsibilities. I am currently seeking creative or retail management job opportunities.

CONTACT

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www.carissa-chi.com

LANGUAGES

Cantonese - Fluent

Mandarin - Fluent

English - Fluent

French - Elementary proficiency

SKILLS

Acrylic painting

Adobe Illustrator

Adobe Indesign

Adobe Photoshop

Microsoft Word

Microsoft Excel

Microsoft Powerpoint

EXPERIENCE

Graphic Design Intern

Feb - Aug 2021

London Contour Experts, London United Kingdom

- Designed monthly post feed and stories on Instagram, as well as creating carousel post templates and illustrations for both clients and the company.
- Redesigned and visualised various presentations for clients to demonstrate brand concepts and strategies aligned with the company's branding style.
- Designed various website pages for one of the client brands, both desktop and mobile versions. Proposed several ideas for redesigning the company's own website as well.

Showroom Assistant

Jan, 2020 & Sep, 2019

Boon, Paris France

- Assisted in the showroom logistics during both menswear and womenswear fashion week.

IN-SCHOOL EXPERIENCE

Integrated Final Project

Sep, 2020 – Jun, 2021

- Produced a 85-page report on proposing the idea of launching a home collection for the US-based minimalistic fashion brand, The Row.
- Researched and analysed the target market, as well as drafted the product images with Illustrator and Photoshop.

Magazine Project

Feb - May, 2019

- Completed a magazine which promoted minimalistic lifestyle with two groupmates and created all the contents on our own.

EDUCATION

Bachelor in Fashion Marketing

2018 - 2021

International Fashion Academy, Paris, France

Major courses include: Business Planning, Fashion Trends, Marketing Principles, Consumer Behaviour/Segmentation Targeting Positioning, Graphic Design, Visual Merchandising, Digital Marketing etc.