

RUAN SHANSHAN

Details

Phone

+65 9147 6179

Email

uatemycake@gmail.com

Nationality

Chinese

(Singapore PR)

Professional Skills

Adobe Creative Suite



Microsoft Office



Project Management Skills



Fashion Design: 2D CAD & Clo3D



Web Design: CMS



UI/UX Design: Figma



Motion Graphic: Aftereffect



Languages

Chinese



English



Cantonese



Japanese



Professional Experience

Multidisciplinary Designer, Dailystuff Design LLP

Apr, 2013 – Present Singapore

Achievements:

- Spearheaded numerous projects, ensuring on-time and within-budget completion.
- Equipped outsourced teams with optimized practices, fostering enhanced collaboration and project results.

Fashion Design:

- Design fashion collections, including clothing and accessories, tailored to client needs.
- Create textile patterns and prints aligned with seasonal trends and brand aesthetics.
- Develop detailed technical sketches and specifications for production teams.
- Collaborate with suppliers to maintain high-quality production.
- Conduct market research to inform design decisions and ensure commercial viability.
- Lead the design process from concept to final product, ensuring alignment with client vision and brand identity.
- Manage the development of fashion lookbooks and promotional materials to support sales efforts.

Graphic Design:

- Develop cohesive visual identities through logo design, branding, and marketing materials.
- Manage web design with a focus on UI/UX to enhance user experience, functionality, and online marketing effectiveness.
- Direct and execute design strategies for print and digital media, including brochures, posters, social media content, and web graphics.
- Create and manage branding guidelines to ensure consistency across all platforms.
- Work on signage and wayfinding systems, ensuring visual coherence with brand identity.
- Design packaging materials that reflect brand values and appeal to target audiences.

Project Management:

- Oversee milestones, deadlines, and deliverables for multidisciplinary design projects.
- Coordinate product development and design processes to align with critical timelines.
- Prioritize projects based on business objectives, optimizing team efforts and resources.
- Document all aspects of project progression, ensuring continuous improvement through client feedback.

Shoe Designer, Taobao Mitianlin Shoes

May, 2012 – Mar, 2013 Shanghai, China


Revitalized the brand image on Taobao, increasing visitation and revisits. Responsibilities included researching trends, using sales data to guide designs, creating with the latest materials, coordinating prototypes, overseeing final production, and assisting with styling and photoshoots.

Senior Creative Designer, 77th Street (S) Pte Ltd

Nov, 2009 - Mar, 2012 Singapore


Successfully designed a bag collection for Sakun, increasing sales by 35%. Managed a 4-person design team. Conducted trend research and created designs for T-shirts, bags, and accessories. Collaborated closely with marketing on campaigns and directed photoshoots.

Fashion & Accessories Designer, Sing Chye Heng Investment Holdings Pte Ltd

Feb, 2009 - Nov, 2009  Singapore

Led design and visual merchandise management for 25 retail stores. Researched trends, sourced materials, and designed seasonal collections. Managed store displays and styled items for photoshoots.

Menswear Designer, Eurocloth Textiles Pte Ltd

Jul, 2008 - Jan, 2009  Singapore

Streamlined the make-to-measure process, reducing time by one-third. Researched market trends, selected fabrics, and produced technical sheets and patterns. Managed orders and created digital artwork for advertising.

Bag Designer, Sam Embroidery Pte Ltd

Dec, 2007 - Jul, 2008  Singapore

Co-created and launched "Slowlories," a messenger bag brand, at TANGS Orchard. Conducted market research, created designs, and oversaw pattern making. Worked with marketing to develop promotion strategies.

Womenswear Designer cum Merchandiser, Dano International Pte Ltd

Jul, 2007 - Nov, 2007  Singapore

Established a new accessory purchase channel in Hong Kong. Sourced materials, oversaw design and production, managed inventory, and ensured timely deliveries.

Accomplishments

Recent: 2024 – Awarded as one of the Top 100 artists for International Fashion Illustration Week.

Past Highlights: Collaborated with the National Museum of Singapore, featured in News Times Shanghai, and recognized by InStyle Magazine Malaysia.

Professional Qualification

University of Huddersfield, Bachelor of Arts (Honor) in Fashion Design
Nanyang Academy of Fine Arts, Diploma in Fashion Design

Aug, 2003 - May, 2007  Singapore & United Kingdom

Second Upper-Class Bachelor Honors

Coleman Creative Design School, Diploma in Multimedia Design

Aug, 2001 - May, 2003  Singapore