

NG SAN YEE

Visual Merchandising Designer



ABOUT ME

As a visual merchandising designer focused on art deco and contemporary styles, I draw inspiration from everyday objects and museum art pieces to create unique store ambiances. My designs blend modern elegance with imaginative sophistication, transforming retail spaces into immersive environments. I aim to invite customers on a journey through contemporary aesthetics and creative inspiration, elevating the retail experience.



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EDUCATION

LASALLE College of the Arts

Bachelor's degree / Fashion Merchandising
2019-2022

LASALLE College of the Arts

Diploma of Education / Interior Design
2019-2022

SKILLS

Sketch Up
AutoCAD
Photoshop
Illustrator
InDesign
Lightroom
Microsoft
Premier Pro

LANGUAGE

Mandarin
English
Cantonese

WORK EXPERIENCE

VISUAL MERCHANDISING ASSOCIATE

Pedro - Full Time (Jun 2023- Present)

- Developed design concepts and conducted market research on retail displays
- Created seasonal display props, window decals, and pop-up event props to enhance visual appeal and drive customer engagement
- Assisted in event and pop-up installation
- Liaised with production vendors to manage visual materials, including sourcing, organizing, and coordinating the production of props
- Assisted in creating visual merchandising guidelines for consistency across displays
- Supported visual merchandising and props photoshoots, to produce visually compelling content that effectively communicated the brand's message

DESIGN EXECUTIVE

Plexxie - Freelance (Dec 2022- Jun 2023)

- Created social media posts and graphic designs
- Enhanced brand presence and audience interaction across platforms
- Ensured alignment with the brand's aesthetic and messaging

DIGITAL MARKETING

YumiActive - Intern & Part Time (May 2021 - Mar 2022)

- Edited photos and videos for high-quality visual content
- Created engaging social media posts to drive audience interaction and brand awareness
- Developed innovative marketing ideas
- Designed eye-catching posters to promote campaigns and events