

# SHANNON CHENG

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in shannoncheng

## EDUCATION

### Nanyang Academy of Fine Arts

*Diploma in Fashion Design (Distinction)*  
Singapore, 2019 - 2022

## AWARDS

### Dean's List Awards

*Award Recipient, 2022*

### Dean's List Awards

*Award Recipient, 2021*

### Tan Chin Tuan Merit Awards

*Award Recipient, 2021 - 2022*

### NAFA Talent Development Awards

*Award Recipient, 2020*

## SKILLS

Adobe Illustrator, Photoshop  
and Microsoft Office

Pattern Making and  
Garment Construction

Sewing (Industrial Machine)

Fashion Illustration (Procreate  
and Hand-drawn)

Draping

Textile Manipulation and  
Hand Embellishments

## EXPERIENCE

### Fashion Designer

*Fuchsia Lane, Mar - Jun 2025*

- Designed bespoke clothing pieces tailored to individual client needs and preferences.
- Developed embroidery and print designs for fabric production.
- Revamped the company website to better reflect the brand identity, improving user experience and visual cohesion.
- Managed end-to-end social media strategy, including planning marketing calendars, creating content (posts, reels, stories), and writing engaging captions.
- Expanded brand presence across Instagram, Facebook, and YouTube, growing audience engagement and reach with engaging contents. Conceptualized and created Electronic Direct Mailers (EDMs) for monthly or seasonal campaigns.
- Oversaw online sales, ensuring a seamless customer journey from browsing to checkout.
- Executed product photography, including styling, photo editing, and uploading finalized images and write-ups to the website for e-commerce listings.

### Fashion Designer (Lead)

*The Elly Store,*

*Full-time: Aug 2022 - Jan 2025*

*Part-time: May - Jul 2022*

- Managed design process from conceptualisation, print designing, production order planning, to sample fitting.
- Developed various graphic prints and clothing designs for childrenswear; including baby products, tulle dresses, innerwear, swimsuits, as well as family twinning outfits, including womenswear and menswear.
- Proposed fabric and trims selections, and liaised with manufacturers in material sourcing.
- Created garment tech packs and specs charts for manufacturers.
- Liaised with multiple overseas factories in handling production orders, quotations and managing overall production timeline.
- Organised sample fitting and evaluation, including solving sample fit or construction issues, and liaising sample comments and adjustments to manufacturers.
- Developed branding and packaging design for capsule product launches.
- Managed proposals and submissions for licensed products (Disney).
- Created product catalogues for external/ overseas buyers.

### Uniform Designer for SBS Transit

*NAFA x SBS Transit Pte Ltd, Jul - Dec 2022 (Uniforms worn from March 2025 onwards)*

- Researched and developed design concepts and mood boards alongside 2 team members.
- Developed and presented design proposal deck to the SBS Transit Board.
- Assisted in creating technical drawings and selecting fabric and trims with manufacturer (Neptune Work Wear Pte Ltd).
- Evaluated sample fitting and proposed design adjustments based on feedback from the SBS Transit Board and frontline staff.

### Fashion Design Intern

*The Elly Store, Aug - Dec 2021*

### Backstage Crew

*Louis Vuitton Fashion Show, Mar 2021*