

MELISSA LEE HUI YU

Singaporean | melissaleehyu@gmail.com | +(65) 9062 7515 | linkedin.com/in/melhyu | https://behance.net/melhyu

EDUCATION

NANYANG TECHNOLOGICAL UNIVERSITY

AUG 2016 – MAY 2020

Bachelor of Fine Art, Industrial & Product Design – CGPA 4.23/5.00

- Dean's Lister of AY2017/18: Awarded to the top 5% of cohort
- **Relevant Coursework:** Product Design, Conceptual Design, Computer Aided Design, Advanced Dev & Prototyping
- **FYP:** Explore and design the wickedness in everyday innocent objects

TEMASEK POLYTECHNIC, SINGAPORE

APR 2012 – APR 2015

Diploma in Apparel Design & Merchandising – CGPA 3.47/4.00

- **FYP:** "Beyond Ruins" – Fashion Collection based off Thailand Archaeological site Ayutthaya

WORK EXPERIENCE

ESTÉE LAUDER TRAVEL RETAILING

Visual Merchandising Executive

AUG 2019 – DEC 2019

- Administered over 10 counter openings in Asia Pacific Duty Free Stores
- Designed over 15 promotion sites in Asia Pacific for major launches (Intense Reset Concentrate & Holiday Collection)
- Assisted in refining & updating Visual Merchandising Guidelines to be shared with Travel Retail Asia Pacific
- Aligned and coordinated both contractors and sales team in Asia Pacific region for design & production of Visual Merchandising collaterals and Visual Cropping guidelines

High Touch Internship – Visual Merchandising Intern

MAY 2019 – AUG 2019

- Facilitated 7 counter openings in Asia Pacific Duty Free stores
- Designed 4 promotion sites in Hong Kong & Shanghai for Lip Care & Intense Reset Concentrate launch
- Created Visual Merchandising Collaterals (Estée Lauder Rebellious Rose launched in Sep 2019)

SHISEIDO TRAVEL RETAIL

Global Design Centre – Assistant Visual Merchandiser

MAY 2017 – JUL 2017

- Collaborated in the successful launch of 5 counter openings in Asia Pacific Duty Free Stores (Shiseido & Cle De Peau Beaute)
- Bolstered Point-Of-Sale Materials library and master list for all Shiseido prestige brand
- Developed shopping webpage (Shopify) for Cle De Peau Beaute's Visual Merchandising collaterals for internal use

Asia Pacific – Assistant Visual Merchandiser

AUG 2015 – JUN 2016

- Assisted in over 10 counter openings in APAC Duty Free stores for Shiseido, Nars, Cle De Peau Beaute
- Designed 3 promotion sites in Asia Pacific for Shiseido's Ultimune Launch
- Planned & executed Shiseido Travel Retail Year End Dinner for 50 participants

PROJECT ACCOMPLISHMENTS

L'ORÉAL BRANDSTORM 2020 – *Building a Plastic-less Future*

Innovated a 2-state mask to replace plastic with a water-soluble material, potentially revolutionizing all sheet masks (Top 4 out of 120 teams)

VINCI CONSTRUCTION CHALLENGE – *Reimagining future of construction methods*

Executed video for a proposed Digital Twin solution to achieve remote monitoring & predictive scheduling (Top 15 Asia team)

EXTRACURRICULAR

NTU STUDENTS' UNION CORPORATE COMMUNICATIONS (BRANDING)

Art Director

- Chaired an association of 23 members to oversee the entire communication processes between the Union and the student body
- Oversees all branding strategies and execution processes by maximizing design and media collaterals
- Provided leadership & guidance to executive members, while handling critical time-pressed decisions to meet all execution date goals

NTU STUDENTS' UNION ORIENTATION

Executive Committee, Chief of Publicity & Publications

- Collaboratively planned and executed the largest constituent club camp in NTU for 320 freshmen
- Initiated the ideation and incorporation of camp storyline and theme into programme, to improve engagement with participants
- Directed 2 photoshoots and 1 videoshoot, coordinating 48 main committee members, to produce a promotional showcase video

OVERSEAS EXPEDITION – TRA VINH, VIETNAM

- Participated in a 2-week Community-Involvement-Programme to build a study hall, helping underprivileged children

OTHERS

Design Software Adobe Photoshop, Adobe Illustrator, CAD (Rhino), Unity, Maya, Keyshot, Premier Pro
Languages English, Chinese