



Ada/yi Xuan Gao

Fashion Design & Marketing
Student with Creative Direction
expertise

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Languages

English (Fluent)

Chinese (Native)

About

As a BA Fashion Design and Marketing student at Istituto Marangoni London, I combine my performance art background from Shanghai Theatre Academy with my passion for up-cycled fashion and Chinese horror aesthetic. My goal is to create innovative and sustainable designs or provide marketing strategy that challenge the conventional norms of the industry.

I have gained valuable experience and skills in PS, AI, ID, CLO3D, and creative marketing strategy. I have demonstrated my ability to hand-sew complex garments, fix 3D-print pieces, coordinate with stylists and dressers, assist with casting, fitting, styling, and dressing models, and communicate effectively with diverse teams in a high-pressure working environment. I am eager to learn from and contribute to the fashion industry with my unique perspective and aesthetic.

BRANDS WORKED WITH

CHAURISING

Inditex

Kwkbykaykwok

Mode Shanghai

SHUXUAN G.

SIFEC China

Experience

● Design Team Assisting leader

Kwkbykaykwok | Sep 2023 - Sep 2023

For London Fashion Week

- Hand-sewing complex garment structures and fixing broken 3D-print pieces
- Organising all the runway pieces with problems and coordinating with stylist
- Divided the group efficiently and quickly according to each individual's strengths
- Coordinating and assisting dressers to ensure every look is fine
- Gained ability to adapt quickly into high-pressure working environment
- Helping stylist and dressers to manage all the runway pieces according to the line up look board

● Runway Show Dresser

SHUXUAN G. | Sep 2023 - Sep 2023

- Ironing and checking all the runway pieces
- Solved missing-shoes problem by coordinating with designer and other dressers
- Helped models with 2 looks to change quickly
- Communicating with influencers and styling their look with extra runway pieces

● Fashion week Intern

CHAURISING | Jan 2023 - Feb 2023

- Coordinating with model agency and models during casting and fitting
- Helping the runway show team to communicate with others by translating both Mandarin and English
- Assisting the runway show team during show site arranging, discussing about the site layout and equipments storage
- Arranging models' information and modifying quickly during casting
- Helping the stylist and designer to sew some pieces and assisting with creative styling ideas

● Showroom Coordinator

Mode Shanghai | Sep 2021 - Oct 2021

- Leading the whole volunteer team
- Coordinating all the showroom brands with the site staffs
- Arranging showroom brands to set up and display their products

- Distributing identity cards to buyers, brands, supply chains etc
- Coordinating and solving with clients's problems such as transportation, information look up etc
- Welcoming everyone at the door with gifts

● Social Media Editor

SIFEC China | Jul 2021 - Sep 2021

- Create contents and writing articles for the company's WeChat public account to promote their selling courses
- Design posters and social media article's layouts
- Collecting and analysing social media data and live data
- Creating contents by capturing the trending topic and fashion trends
- Introducing and presenting the company's services in front of potential clients through online and offline meeting



● Marketing Content Manager

Inditex | Sep 2021 - Sep 2021

- Working with photographer and videographer to edit the project working process and final outcome
- Interviewed all the stylists about the project and show the potential of Zara's products

Education & Training

2020 - 2024

● Istituto Marangoni

Bachelor of Arts - BA, Fashion design&marketing

2017 - 2020

● Shanghai Theatre Academy

High School Diploma,