



# Hazel Yu

experimental creative. nail art. visual merchandising. fashion merchandising and buying.

Singapore

[Portfolio link](#)

[View profile on Dweet](#)

## Languages

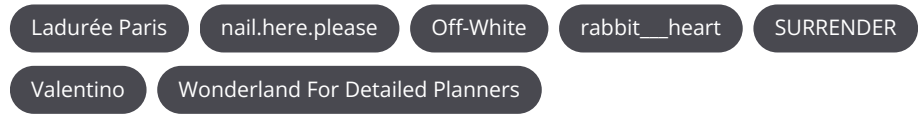
Chinese (Fluent)

English (Native)

## About

art. creative. nails. fashion. buying.  
@rabbit\_\_heart

### BRANDS WORKED WITH



## Experience

- **Nail Artist**  
nail.here.please | Dec 2023 - Now
- **Untitled**  
rabbit\_\_heart | Nov 2019 - Now  
Special Project  
Graphic design  
Editorial  
Branding
- **Merchandiser**  
Valentino | Nov 2022 - Apr 2023
- **Merchandising Executive**  
Off-White | Apr 2021 - Mar 2022
- **Sales Executive / Visual Merchandise**  
Off-White | Sep 2016 - Mar 2021  
-Developed and executed strategic visual displays in collaboration with store management and HQ  
-Provided detailed photographic feedback reports for HQ  
-Crafted personalized customer experiences through storytelling, fostering brand loyalty and customer's retention  
-Assisted in inventory management, optimizing stock levels to meet demand  
-Supported new team member onboarding  
-Contributed to successful store openings and reopening  
-Conceptualized and contributed proposals for special projects
- **Creative / Sales Executive**  
SURRENDER | Jan 2017 - Nov 2018  
-Visual making and handling of Surrender's IG  
-Create, conceptualise and execute ideas  
-Visual display and execution of in-store installations, with Song For The Mute, Mindseeker, Palm Angels, Christian Dada, as well as festive installations  
-Supported the opening of Surrender, Louis Vuitton x fragment design pop-up, Christina Paik's Singapore Exhibition, Surrender re-opening  
-Sales and daily operations
- **Sales Associate**  
Ladurée Paris | May 2014 - Dec 2014
- **Design & Marketing Assistant**  
Wonderland For Detailed Planners | Jan 2012 - Jan 2012



## Education & Training

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2014 - 2016 ● Goldsmiths, University of London  
Bachelor of Arts - BA,