



Demi Chu

MA Interior Design student at UAL. 1+years of customer service experience in luxury jewellery and tableware shop. Seeking for visual merchandising work experience alongside my study.

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Languages

- Mandarin (Native)
- Korean (Basic)
- English (Fluent)

About

With a keen eye for design and proven success in visual merchandising, I excel at creating engaging retail environments. My experience ranges from store design to boosting social media engagement and building customer relationships, both online and offline. Bilingual in English and Mandarin, I thrive in dynamic and collaborative settings, valuing input from colleagues and working towards the same goal as a team.

BRANDS WORKED WITH

- Floralia Décor
- Hanying Jewellery

Experience

● Design & PR Intern

Hanying Jewellery | Jun 2023 - Sep 2023

- Designed window display and maintained visual merchandising in the London pop-up store.
- Worked closely with marketing team to crafted social content with company objectives. 30% Instagram profile visit increased during pop up period.
- Established influencer, press and customer relationships online and offline. Track and report on the performance of influencer marketing campaigns.
- Maintained consistent presence across various social media channels and Wix website.

● Shop Designer

Floralia Décor | Jan 2022 - Aug 2022

- Redesigned official website and promotional material both printed and digital for brand opening.
- Collaborate with the social & communications manager to craft social content. Instagram followers increased 30% within 1 month.
- Reviewed daily sale performance with sales team to design physical and online visual displays.



● Junior UI/UX Designer

OpenNet | Jul 2020 - Sep 2021

- Redesigned match page UI on web, IOS and Android apps. The conversion rate raised to 87% per day from 60%. The most used feature during match season.
- Conduct user research and work closely with different stakeholders and developers for new feature.
- Produced and organised design guidelines on Confluence and Sketch library for UED team to provide consistent UI design across platforms.
- Designed themed elements across platforms for timeliness promotion. User engagement raised from 30% to 50% on the App home page.

Education & Training

- 2022 - 2024 ● **University of Arts London**
Interior and Spatial Design MA,
- 2017 - 2020 ● **University of Reading**
Graphic Communication,