



REGINA SHEUM RUI EN

DESIGNER

Detail-Orientated | Self-organized | Team Player

Profile

I am a detail-orientated, self-organized and skillful designer with a strong sense of urgency for deadlines. I am also a team player who always do my best in every task given to me. I have an interest in fashion, photography, animals and arts as well as a good understanding of start-up and supply chain industry.

EXPERIENCE

ENTERTAINMENT USHER | PART-TIME

October 2025 - Present

- Customer Service: Usher customers to seats and check tickets

WAITRESS | PART-TIME

Tenjin by Les Amis Group

August 2025 - Present

- Customer Service: Greeting guests, seating them, presenting menus, taking orders, and providing menu recommendations
- Store operations: Cashiering, inventory stocking & store cleanliness

FREELANCE ARTIST | FREELANCE

August 2024 - Present

- Commission Art
- Customer Service: Communicate with customers of their needs

SALES ASSOCIATE | PART-TIME

Diff Singapore

December 2024 - May 2025

- Customer Service: Promoting brand message and products, assisting customer in purchasing
- Store operations: opening/closing, cashiering, inventory stocking, store cleanliness & visual merchandising.
- Marketing: Handle Tiktok account and handling live sales

BRAND AMBASSADOR | PART-TIME

VintageWknd

June 2022 - September 2023

- Customer Service: Promoting brand message and products
- Store operations: opening/closing, cashiering, inventory stocking, store cleanliness & visual merchandising.

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 <https://reginasheum.wixsite.com/portfolio>

PROJECTS

BRUISED | SHORT FILM

Producer of the ondie coming of age film about the process of trusting and opening up to someone of a difficult subject

- Organizing and preparing pre-production documents
- Schedule planning
- Marketing ideas & execution

HEYBUDDY | START-UP

A service to guide and educate potential pet owners to pass the adoption process.

- Bite-sized education videos
- On-boarding care kit

SKILLS

SOFT SKILLS

- Able to socialize and communicate with others
- Organized and flexible with work and time

SOFTWARES

For Marketing: Canva, Photoshop, Illustrator, InDesign, Premier Pro, Audition

For UIUX: Figma, XD

For Models: Fusion360, Rhino6

Others: AutoCad, QGIS, DepthMapX



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EXPERIENCE

MARKETING MANAGER | INTERNSHIP

Kno Global

Sep 2022 - Feb 2023

- Marketing: Designing materials, writing content and handling social media
- Client communications
- Operations: Keeping track of metrics and keeping them organized

TEACHER ASSISTANT

Synergraphic Design Pte Ltd

May 2021 - Sep 2021

- Teaching and guiding customers in workshop
- Daily store operations: cashiering, opening/closing and maintaining cleanliness

FREELANCE SELLER

Carousell

April 2018 - Sep 2021

- Selling used and old items to people

COUNTER WAITRESS

WooW Rainbow Snow Cafe

June 2018 - Dec 2018

- Prepare and serve desserts to customers
- Store operations: cashiering, opening/closing & store cleanliness

AWARDS & ACHIEVEMENTS

CERTIFICATE OF PARTICIPATION

June 2024

Wrote a design proposal about Big Brother for the 'Virtual International Collaboration VIS239090 project: Immersive games for TV formats to reach and engage new audiences'

MINOR IN ENTREPRENEURSHIP

May 2023

KICKSTART FUND

Sep 2022

Pitch during the Accelerator Programme at Ngee Ann Polytechnic

EDUCATION

BACHELOR OF ARTS DIGITAL MEDIA

SIM Global Education X University of Stirling

August 2025 - Present

HBO-PROPEDEUSE OF ARTS

Breda University of Applied Science

September 2023 - August 2024

DIPLOMA IN DESIGN

Ngee Ann Polytechnic

April 2020 - Feb 2023

GCE O LEVEL

Yuying Secondary School

January 2015-December 2019

CO-CURRICULAR ACTIVITIES

MEMBER OF GUITAR STRING ENSEMBLE

Ngee Ann Polytechnic | 2020 - 2023

- Part of sub-committee
- Took part in performances and recordings

SECTION LEADER OF GUITAR ENSEMBLE

Yuying Secondary | 2015 - 2019

- Organized camps and bonding day
- Took part in performances and competitions
- Train and teach members

EXECUTIVE COMMITTEE OF DESIGN CLUB

Yuying Secondary | 2016 - 2019

- Took part in different school events and entrepreneurial competitions



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AWARDS & ACHIEVEMENTS

SCANTEAK TOH GUAN SHOWROOM

Mar 2022

Upcycling furniture project | Showcased 'Infinity Cat Shelf'

TOY DESIGN COMPETITION

Oct 2019

Organized by Singapore Polytechnic | Commendation Award

TAN KAH KEE FOUNDATION YOUNG INVENTORS

Aug 2019

Entrepreneurship Competition | Merit Award

SINGAPORE YOUTH FESTIVAL

April 2019

Guitar ensemble | Accomplishment Award

YOUTH INNOVATION CHALLENGE

April 2018

Organized by Singapore Management University | Best Business Award

YOUTH ENTERPRISE AWARD

Nov 2017

Platinum Award

SINGAPORE YOUTH FESTIVAL

April 2017

Guitar ensemble | Distinction Award