



# 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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### PROJECTS

#### BRUISED | SHORT FILM

Producer of the indie 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 UI/UX:** 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