Sylvie Dam

Fashion design graduate and Primark visual merchandiser, working towards a career in fashion buying.

EDUCATION

2023 — 2026

Nottingham Trent University

BA (Hons) Fashion Design / completed

FOUNDATION

Nottingham Trent International College

Foundation in Art, Design and Media / 80% pass with distinction / NTU Distinction Scholarship

SKILLS

Design & making

Pattern cutting, draping, garment construction, industrial and domestic sewing, tailoring, alterations, hand embroidery and embellishment.

Visual & digital

Fashion illustration, technical flats and specification sheets. Canva for portfolios and layouts; Adobe Illustrator for tech packs; Procreate for digital illustration.

Research & direction

Market and trend research, WGSN, styling and photoshoot direction.

LANGUAGES

Vietnamese / native / English / IELTS 7.5 / Mandarin Chinese / conversational

WORK & PEOPLE

CURRENT

Visual Merchandiser

PRIMARK

Working in visual merchandising within a fashion retail environment.

2025

Sales Assistant

PRIMARK / NOTTINGHAM

Personalised styling and product advice, with experience across tills, returns and fitting-room support.

2023 - 2025

Classroom Assistant

NOTTINGHAM TRENT INTERNATIONAL COLLEGE

Supported international students and tutors, including workshops and guidance in pattern cutting, research, concept development and photoshoot direction.

SUMMER 2024

Tailor Assistant

YEN NHI SHOP

Assisted experienced tailors with alterations, repairs, fitting adjustments and fabric handling.

2024 / 2025

Backstage Dresser

LONDON GRADUATE FASHION WEEK

Supported quick outfit changes backstage.

SELECTED ACHIEVEMENT

2026

Top 10 Finalist

PAUL SMITH × NTU COMPETITION

Developed a six-outfit capsule proposal informed by the Paul Smith archive, customer profile and brand identity.

CREATIVE COLLABORATION

SCHOOL

Student Council

HIGH SCHOOL FOR THE GIFTED / HO CHI MINH CITY

Vice President and Marcom team lead, contributing to visual communication and student activities.