

Geraldine Wu

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British Citizen

EDUCATION

- 2015 - 2018 **Central Saint Martins, University of the Arts London**
BA (Hons) Jewellery Design (First Class Honours)
Graduate collection: A jewellery collection of rediscovered treasure from the sea, inspired by illuminated manuscripts.
Dissertation: Golden faces: Hollywood portrait photography and making of cultural icons.
- 2017 **Cartier Scholarship Award from Richemont Holdings (UK) Ltd**
- 2014 - 2015 **Central Saint Martins, University of the Arts London**
Foundation Diploma in Art and Design (Distinction)
Pathway: Jewellery, Footwear and Fashion accessories
- 2007 - 2014 **Island School, English Schools Foundation, Hong Kong**
IB Diploma (40 points)
Higher Level: Art, Psychology, Chinese

AWARDS & CERTIFICATIONS

- 2020 Gemological Institution of America: Diamonds & Diamond Grading
- 2019 Gemological Institution of America: Diamond Essentials
- 2018 Entrepreneurship 2: Launching your Start-Up by Wharton Online Entrepreneurship Series, University of Pennsylvania

EXHIBITIONS

- 2018 - 19 China Design Centre: New Horizons Young Talents Exhibition 2018, Zhuhai, China
- 2018 Central Saint Martins Degree Show Two: Design (Graduate show)
- 2017 Munich Contemporary Jewellery week: Live Exhibition at *Vitsoe Showroom*

COLLABORATIONS

- 2018 **Swarovski** - Participated in a project for repurposing old Swarovski pieces with the awareness of sustainability. Designed and made a collection of earrings and brooches to recreate a 'hoard of jewels'.
- 2017 **Theo Fennell** - Selected for submitting a design proposal of a ring for Theo Fennell.
- 2015 **YKK** - An experimental project to re-modify zips.
- 2015 **The Royal Mint** - Potential designs for the Britannia Commemorative Coin.

WORK EXPERIENCE

- Feb 2019 - Feb 2020 **Production Assistant at Alighieri Jewellery (London)**
-Product development for seasonal collections and brand collaborations.
-Responsible for fine jewellery category, designing and producing bespoke engagement rings for clients, sourcing diamonds and gemstones as requested.
-Supervised launch on WeChat platform, working with agency abroad to plan digital marketing strategy in the Chinese market.
-Produced graphics for weekly newsletters and signature product postcards.
-Produced jewellery for wholesale stockists and e-commerce customers.
- Dec 2018 **Karen Suen Fine Jewellery Private Show 2018 (Hong Kong)**
-Assisted the designer's annual private show in the debut of her latest collections.
- Dec 2017 **Harrods and Dolce & Gabbana collaboration project (London)**
-Involved in the sales team for the limited edition *DG Loves London* campaign. A Harrods exclusive Christmas market, which provided an insight into sales management and marketing for seasonal projects. Delivered an exceptional standard of customer service at a luxury department store, e.g. liaising with clients to create custom accessories.
- Jul 2016 **Internship at Legrand Jewellery (Mfg) Co. Ltd. (Hong Kong)**
-Designed a line of jewellery for younger consumers, with commercial awareness for a younger target market.
-Engaged with workshop staff to ensure design practicality for mass production.
- Aug 2015 **Internship at K. S. Sze & Sons Ltd. (Hong Kong)**
-Drew designs for clients' bespoke repurposing of old jewellery pieces.
-Participated in weekly staff training to optimise operations in the showroom, and improve staff's knowledge of the jewellery industry, i.e. origination and cuts of gemstones.
- Jul 2015 **Internship at Allan Jones & Co. Ltd (Hong Kong)**
-Updated company costing sheets with latest pricing of gold and silver.
-Assisted professional jewellery photography for the company's website.

SKILLS

Design	Software	Workshop
-Hand drawing -Gouache paint ups -CAD drawing	-Photoshop, Illustrator, InDesign, Rhinoceros 3D	-Piercing, soldering, filing, polishing -Basic stone setting, rough setting -Wax carving

LANGUAGES

English (Native), Mandarin (Intermediate), Cantonese (Conversational)

COMMUNITY WORK

- 2008 - 2013 **30 Hour Famine, World Vision**
Participated and raised sponsorship annually for 6 consecutive years.
- 2012 **Service Trip, International Care Ministries**
A mission trip to Bacolod, Philippines, to service the local community through building houses, visiting families and teaching English to local children.