

- A “go to” designer with a fashion forward aesthetic and strong ability to create and develop new business opportunities.
- Proven leadership ability to manage both up and out in order to lead teams and accomplish goals.
- Excellent technical skills with an expert knowledge of the entire product development process.
- Well Organized and easy-going person who is able to multitask.
- Excellent fashion illustration/sketching skill and knowledge of garment construction.
- Computer experience in Microsoft Word, Excel, Outlook, Adobe Illustrator, Photoshop, PowerPoint

EXPERIENCE

RONNY KOBO

RONNY KOBO, NEW YORK, NY
JULY 2022 - PRESENT

Design Consultant FOR SPECIAL PROJECT (NIEMAN MARCUS & SAKS 5TH EVENING, BHL, OUTNET, SAKS 5THOFF, ANTHROPOLOGIE)

- Collaborate with the Design Director to conceive designs for special projects of Ronny Kobo with a focus on the evolution of its DNA.
- Create Presentation with trend report, color palette, print direction and identify fabrics within budget guideline for each market to develop into production
- Create sketches and tech pack to proceed product prototypes throughout the conceptual design process
- Oversee the set up of spec sheets for all chosen bodies, Communicate fit and construction details to domestic and oversea programs.

PICADILLY

PICADILLY CANADA, TORONTO, ON
MAY 2022 - PRESENT
(REMOTE)

Design Consultant

- Provide creative direction and coaching to elevate the collection as a contemporary designer label.
- Research global markets in order to identify new seasonal trends, silhouettes, fabrics, techniques, product categories and competitive inspiration.
- Directing oversea factories to execute entire process from sketching to SMS

PLAY NO MORE

CHAENY INC., SEOUL, KOREA
OCTOBER 2020 - FEBRUARY 2021

Design Consultant

- Collaborate with the Creative Director to launch for women’s wear line of Play no More which is well known for Accessory Brand with a focus on the evolution of its DNA for the current market.
- Build Collection including Concept, Color story and Ideal Fabrication for the target market and responsible for the entire development process

XCEL BRANDS

NEW YORK, NY
JULY 2019 - DECEMBER 2020

Senior Designer for 4 brands (HALSTON, C.WONDER, ISAAC MIZRAHI and Ava & Aiden)

- Worked closely with VP of Design to build collections for each brand from concept to final edit.
- Led a creation of 4 different brands; Sketch all 4 brands for woven and cut&sew knit categories and create TP for chosen styles with PLM & Bluecherry.
- Successfully relaunched HALSTON, C.WONDER, ISAAC MIZRAHI for SS’20 as contemporary designer with elevated fabrication and fashion forwarded design details.
- Partnered with cross functional teams to line plan and proactively resolve any issues relating to execution, costing, sourcing and fits.

RDG GLOBAL

NEW YORK, NY
OCTOBER 2017 - JUNE 2019

Senior Designer for woven and cut&sew knit - J.crew, Crewcut, Madewell, Nine West, Simply vera vera wang

- Worked directly with Director of Sales and Merchandising to conceive design for each brand.
- Discussed market opportunity, strategy and analyzed consumer preferences and retail store performance with clients’s design team
- Researched trends and global market and create presentation deck for each client with color palette and fabrication.
- Responsible for sample development process from sketch to Design T/P; Developed SRS with overseas vendors & in-house sample room.

NORISOL FERRARI

NEW YORK, NY
JULY 2016- SEPTEMBER 2017

Design Director

- Collaborated with Norisol Ferrari to create the collection of High-End women’s sportswear & eveningwear for her eponymous line’s
- Managed design team and sample room staff to ensure the entire design process from development to pre-production.
- Directed entire categories of woven, cut&sew knit and hand-knit sweater including print artwork/pattern/embellishment.
- Partnered with cross functional departments to deliver quality SRS and bulk production on time while proactively resolving issues relating to execution, costing, sourcing and fits.
- Built development calendar and charts to meet deadlines properly and reorganize and reconstruct the development system.
- In-house/domestic development: managed in-house sample hands to create SRS, mock-ups, continual add-ins, and high-end finishing.
- Special client project: take special client’s spec and collaborate with pattern makers to have proper fit for clients and their needs/requests.

JOSIE NATORI

NATORI COMPANY LLC
NEW YORK, NY
JULY 2014 - JULY 2016

Head of Design for RTW Collection of Josie Natori, N Natori and Evening line

- Responsible for creation collection of 3 lines, including color, concept, styles and looks for NYFW
- Managing and leading the design and whole product development process for both luxury ready to wear and evening brands as well as more casual and affordable price brands which include plus size.
- Work in parallel with the Creative Director reporting directly to the CEO.
- Successfully relaunched Josie NATORI collection as a high-end designer level with elevated luxury brand image and high-quality product.
- Successfully launched new EVENING collection; Developed color palette, Concept, Keys silhouette and brand’s idea according relaunched RTW collection as a designer level.
- Extended N Ready to Wear (including plus size) business with successful over plans sales outcome and great review.
- Key liaison role between the design, production, merchandiser, and sales teams.
- Traveled to Europe sourcing, shopping, research and development.

RACHEL ROY 2005 – 2014**RACHEL ROY**

JONES APPAREL GROUP
NEW YORK, NY
FEB 2010 - JUNE 2014

Senior Designer

- Collaborated with VP of Design in creating the season's concept, color, print, fabrication and research conceptual themes, inspirations, trends and details.
- Responsible for sample development process from sketch to SRS; Traveled to Hong Kong for product development and attended PV paris for fabric sourcing.
- Creator of hand-off sheet, prepared T/P and spec package for overseas development. Partake in fittings from first muslin to final samples.
- Partnered with VP design and stylist to coordinate looks for Style.com and NYFW

RACHEL ROY NEW YORK

DESIGNER COLLECTION LINE
DAMON DASH ENTERPRISE LLC
NEW YORK, NY
FEB 2005 – FEB 2010

Designer

- Reported directly to Rachel Roy. Conceived designs and developed samples for its high-end line, Rachel Roy Collection including made-to-order projects. The line was presented in NYFW.
- Design Lead responsible for in-house sample room, oversea shanghai factory and local factories, Ratti print and oversea beaders.
- Responsible for trims and materials from sampling to productions, managing the entire process including counter sourcing locally, quality approval and communication with vendor.
- Owner of Seasonal Red-carpet projects creating looks in sketch form and working with VP of Design and pattern makers to perfect the execution for special occasions in addition to custom developed beading and embellishments.

EDUCATION

Parsons the New School of Design, BFA, Fashion Design, New York, NY, USA

Samsung Art and Design Institute, Fashion Design, Seoul, Republic of Korea