

NEW YORK & COMPANY
SADDIA DIRECT, NEW YORK, NY
MAY 2023 - FEBRUARY 2024

Design Director for Wear To Work collection line

- Directs & manages the team to create and design a competitive WTW line that strikes a balance between relevant commercial product and brand right emotional fashion.
- Created seasonal concept and colors. Directed the entire commodity of structured woven, cut&sew knit including print and pattern.
- Successfully Launched "New Core Program" with elevated fabrication, updated tailoring fit according different body shape and better price..
- Partnered with cross functional teams to line plan and proactively resolve any issue relating to execution, costing, sourcing and fits.
- Directed oversea factory/suppliers to develop and counter source fabric/trim, garment construction and design techniques.
- Responsible to approve design TP for proto sample with proper specs/garment construction and final L/D and fabric/trim submits.

RONNY KOBO

RONNY KOBO, NEW YORK, NY
JULY 2022 - FEBRUARY 2023

Design Consultant for special project (Nieman Marcus & SAKS 5th evening, BHLD, OUTNET, SAKS 5th off, Anthropology)

- Collaborated with the Design Director to conceive designs for special projects of Ronny Kobo with a focus on the evolution of its DNA.
- Created presentation decks with trend report, color palette, print direction and identify fabrics within budget guideline for each market.
- Fully responsible for entire product line cycle including sketches, tech packs, mock-ups, garments specs, specific details and fit.

PICADILLY

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

Design Consultant

- Created design for Spring/Summer 23 woven and cut&sew knit
- Provided creative direction and coaching to elevate the collection and identify DNA of re-launched PICADILLY
- Directed oversea vendor/factories to sourcing new ideas, fabric/trim, design technique, same and executed product design from concept to production.

PLAY NO MORE

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

Design Consultant

- Collaborated with the Creative Director to launch for women's apparel line of Play no More which is well known brand for Accessory with a focus on the evolution of its DNA for the current market.

XCEL BRANDS

NEW YORK, NY
JULY 2019 - DECEMBER 2020

Head Designer for 4 brands (H Halston, C.Wonder, Isaac Mizrahi and Ava & Aiden)

- Collaborated with VP of conceive desings for each brands and Successfully relaunched HALSTON, C.WONDER, ISAAC MIZRAHI for SS'20 as contemporary designer with elevated fabrication and fashion forwarded design details.
- 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 & BC

RDG GLOBAL

NEW YORK, NY
OCTOBER 2017 - JUNE 2019

Design Consultant for Private Labels (J.crew / women's Crewcut, Madewell, Khols / Nine West, Simply vera vera wang)

- Partnership with CMO and Directly work with design team of Private Label to discuss market opportunities, strategy and analyzed cusumer preferences and retail store performance.
- Presented sketches with trends and sales reports of global market including color palette, fabrication, trim and design technique.
- Encharged entire design process with technical desingers and manage oversee vendors for SRS

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 statt 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, coasting, sourcing and fits including special client dressing.

JOSIE NATORI

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

Head of Design for RTW Collection & Evening collection of Josie Natori and N Natori for HSN

- 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.
- 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.
- 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**