

ANDREW WONG

F A S H I O N D E S I G N &
E C O M M E R C E

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PROFESSIONAL SUMMARY

Strategic Design Director with 20+ years of experience leading contemporary apparel collections and managing cross-functional design teams across women's, men's, and active categories. Proven ability to translate global trends, consumer insights, and sales performance data into commercially successful product strategies.

Experienced in guiding multi-brand design direction, building scalable development processes, and partnering with merchandising and buying teams to create high-performing assortments. Known for balancing creative risk-taking with data-driven decision making in fast-paced retail calendars.

KEY ACHIEVEMENTS

- Directed design leadership for a \$400M women's contemporary workwear brand, overseeing 80-100 seasonal styles and leading a team of nine designers.
- Developed multi-category apparel collections for major retail brands including Banana Republic, Liz Claiborne, and JC Penney.
- Built scalable design and development processes that improved speed-to-market across global vendor networks.
- Founded and operate a trend-driven ecommerce brand, using consumer analytics and product performance insights to guide assortment strategy.

WORK SUMMARY

Founder & Creative Director | GENERAYXION - Generayxion.com | May 2022 - Present

- Lead seasonal product strategy, concept development, and merchandising for a contemporary menswear brand, translating cultural trends and consumer insights into commercially viable collections.
- Manage the full product lifecycle including trend forecasting, sourcing, vendor negotiations, and development calendar execution.
- Analyze ecommerce performance metrics, customer behavior, and sell-through data to refine product assortments and improve category performance.
- Direct brand storytelling, photography, digital merchandising, AI graphics and social media campaigns to ensure cohesive visual identity across customer touchpoints.

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Head of Design (consultant) | Sports Illustrated / JC Penney – LA • NYC • Plano | Jan 2021 – Apr 2022

- Directed design and product development for active lifestyle collection across men's, women's, and kids' apparel.
- Developed seasonal trend direction, color palettes, and product narratives aligned with merchandising strategy and brand positioning.
- Developed innovative fabrics, trims, and construction techniques to enhance both performance and aesthetics.
- Produced inspiration decks and visual presentations for licensing partners, buyers, and marketing teams to align creative direction.
- Partnered closely with merchandising, licensing, and production teams to align product development with sales goals and category performance.
- Managed overseas product development, ensuring quality control and brand consistency across all categories.
- Translated runway trends, street culture influences, and market intelligence into commercially viable silhouettes, fabrics, and product narratives.

Vice President of Design (Multi-Brand Development) | Texma Int. – Taipei • Taiwan | Oct 2016 – May 2020

- Directed concept and design development for multiple contemporary brands including Banana Republic, Liz Claiborne, and Worthington.
- Translated runway trends and market intelligence into commercially viable products tailored to each brand's customer profile.
- Presented seasonal concept decks, prototypes, and market analysis to buyers and executive teams
- Partnered closely with product development and President of design to align design direction with sales performance and category productivity

Design Director | Worthington , JC Penney - Plano • TX | Aug 2011 – July 2015

- Led the design team for Worthington, a \$400M modern women's workwear brand, overseeing seasonal concepts, trend translation, market opportunity identification and design calendar creation.
- Partnered with merchandising and buying teams to align design direction with sales performance and category productivity.
- Directed nine designers, conducting performance reviews, mentoring talent, and fostering career growth.
- Streamlined processes to improve sample adoption rates and address missed opportunities in product categories.

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- Led development of 80–100 styles per season across multiple product categories, balancing trend innovation with core business drivers.
- Collaborated with cross functional teams such as merchandising team, marketing team and production team.
- Conducted competitive market research in New York, Los Angeles, London, Paris, Milan, and Copenhagen.
- Led fittings and product development with manufacturers in Hong Kong, Taipei, and Seoul to ensure brand consistency and quality

PREVIOUS WORK EXPERIENCE

Senior Designer | JC Penney • She Said | Contemporary womenswear
Design Director | Michael Stars | Contemporary casual womenswear
VP of Design | SQ • Jaymes | Contemporary causal and tailored menswear
Senior Designer | Nautica | Swimwear and athleisure womenswear
Designer | Anne Taylor Loft | Contemporary women
Designer | Anne Klein | Bridge Collection women
Designer | Emanuel Emanuel Ungaro | Bridge Collection women

EDUCATION

Otis College of Art and Design | B.F.A. | Major in Fashion Design | Los Angeles, CA

SKILLS

Trend Forecasting & Market Analysis
Multi-Brand Design Leadership
Line Planning & Assortment Strategy
Runway-to-Product Translation
Product Development & Tech Packs
Garment Construction & Fit

Fabric & Yarn Development
Cross-Functional Collaboration
Fast-Cycle Product Development
Adobe Illustrator & Photoshop
Hand Sketching & Illustration
Global Vendor & Factory Collaboration