A dedicated and reliable Creative Director with extensive experience driving and empowering teams in the development of new market-ready designs and products to meet the needs of seasonal trends and bold innovation. Carries a proven record of success in developing actionable schedules and timeframes and managing multiple ongoing design products to meet the need of rotating color and thematic calendars.

Demonstrates excellence in consulting and collaborating with manufacturers on design specifications and production notes, as well as performing extensive market and competitor research to assess market conditions and spark new ideas for design teams. Delivers a consistent professionalism and eye towards innovative design, and is eager to apply skillsets to a new and challenging role.

**CORE SKILLS & COMPETENCIES**

|  |  |  |
| --- | --- | --- |
| * Creative Design & Development * Fashion Product Management * Strategic Planning & Execution | * Consultation & Collaboration * Seasonal Branding & Vision * Vendor Relations | * Team Leadership * Trend Assessments * Lang: English, Cantonese & Mandarin |

**PROFESSIONAL EXPERIENCE**

VP of Design | Texma International Ltd – Taipei, Taiwan October 2016 - Current

* Provide design directions for Texma design team to serve various accounts in USA. Product categories include jackets, pants and dresses. Improve and advance Texma designs to competitive in the US markets by providing seasonal retail landscape reports and analysis. Reports directly to the President of the company.

Creative Director | ASTW Inc. – Los Angeles, CA November 2015 - Current

Notable Responsibilities & Contributions

* Established and developed an independent consultancy business collaborating with manufacturing partners for the design and development of merchandise in the women’s sportswear and active wear sectors, including knit and woven tops, jackets, pants, skirts, and dresses.
* Coordinated in a remote capacity with overseas factories, providing direct consultation and insight on retail market trends, providing shopping reports from domestic markets, and identifying what items were selling. Received and advised on product pitches incorporating color, fabric, design concepts, all the way through to final products.
* Supported the development of pitch presentations, working closely with manufacturer marketing teams in the development of materials prior to client pitch meetings. Advised and supported the drafting of presentations, product materials, necessary documentation, and key points to talk about or answer during the presentation.
* Developed independent samples based off of competitive research and runway predictions in the US and provided samples along with the development of product packages to factories, detailing all information on producing the items within their own manufacturing operations.

Design Director / Senior Designer| JC Penney – Plano, TX February 2009 – July 2015

Notable Responsibilities & Contributions

* Provided a strong visionary design leadership in directing a team of designers creating garments for the Worthington private label and She Said label. Oversaw a team of 9 personnel at different levels of expertise in transforming creative ideas into marketable garments, and successfully achieved new growth in item volume and sell through.
* Oversaw the development of garments within missy, plus size, and petite designs across such item as sweaters, knit tops, woven tops and dresses, and related separates including jackets, skirts, and pants. Contributed directly to entire product lifecycle including design drawings, presentations, fabrications, and final approvals for retail markets, along with managing photoshoots and style-outs creating and accessorizing outfits from samples.
* Led and managed extensive meetings between production, merchandising, marketing, and public relations teams and manufacturers, collaborating on the approval of season concepts and delivery of color stories including mood boards, color flow, handouts, and mannequin looks. Assessed 20-30 prints each month to be developed in-house.
* Identified and maintained the long-term vision and strategy execution of the brand, ensuring there was a constant ongoing development along with appropriate lulls between seasonal products. Managed extensive competitor and market research overseas within London, Paris, Milan, and Copenhagen to assess trends and spark new ideas.
* Additionally traveled extensively to trade shows and vendor locations in Asia to network and coordinate with industry partners on product development and trend assessments. Traveled to Seoul, Hong Kong, and Taipei to work within satellite offices and coordinate with factories on developments and sample current and future production.

Design Director | Michael Stars – Los Angeles, CA July 2007 – December2007

Notable Responsibilities & Contributions

* Oversaw and directed a team of 15-20 designers and technical designers in the extensive development of knit and woven tops, dresses, and sweaters for contemporary domestic markets, producing most samples and productions in-USA. Coordinated with pattern makers, technical designers, and product development teams on initial concepts and samples.
* Managed the full life-cycle of production from early ideas and themes to design and print directions, taking into consideration seasonal elements and trends. Managed fittings and assessments, along with establishing strict time and action schedules to ensure domestic and overseas productions could be met within marketable timeframes.
* Attended monthly market and trade shows, along with traveling overseas to a variety of locations to manage and participate in competitor and trend research and analysis.

VP of Design and Merchandising | Quantum Concepts – Los Angeles, CA June 2006 – June 2007

* Oversaw a team and established technical product package guidelines from development to production for seasonal concepts on behalf of the SQ wear and Jaymes menswear labels. Developed products including tailored suiting, woven, and knit tops, casual and tailored bottoms, sweaters and denim.
* Travelled to Asia for seasonal development and domestic market research. Organized and set up trade shows to present new collections, developing necessary show samples and conducting production sample fitting.

Senior Designer | Warnaco Inc. – Los Angeles, CA February 2002 – May 2006

* Developed designs for the Nautica premium beach and swimwear line including knit and woven tops, knit and woven bottoms, sweaters and swimwear. Designed and outfitted swimsuits for Olympic champion Misty May-Treanor for the national beach volleyball competition.
* Crafted initial concepts, trends, and mood boards, along with travelling seasonally to licensor headquarters to collaborate within design meetings. Conducted fitting sessions with technical designers and pattern makers to achieve critical fit accuracy in swimwear.

**PREVIOUS EMPLOYMENT**

Designer | Ann Taylor Loft – New York, NY May 2001 – December 2001

Designer | Anne Klein – New York, NY March 1997 – April 2001

Associate Designer | Emanuel, Emanuel Ungaro – New York, NY September 1996 – March 1997

Designer | Michael Brandon Sportswear – Los Angeles, CA March 1995 – August1996

**FORMAL EDUCATION**

Bachelors of Fine Arts, Fashion Design | Otis College of Art & Design