ANDREW   
 **WONG**

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Los Angeles, CA

www.Creativelab.design/ www.Generayxion.com



DESIGN DIRECTOR

Design director with over twenty years of design experience, delivering bridge to contemporary products that includes womenswear, menswear and activewear. A motivational leader experienced in mentoring designers, inspire creativity and foster career development. Carried a track record of leading multi-level design team to deliver products on a fast-paced schedule. Experienced in spearheading business initiatives and identifying white spaces to achieve top line sales.

WORK EXPERIENCE

**Owner / CEO**

Generayxion, Los Angeles CA | May 2022 - Present

* Launched Generayxion.com, an online retailer specializes in contemporary streetwear for men. Categories include knit and woven tops, sweaters, jackets, outerwear, jeans, casual pants and accessories.
* Responsible for seasonal directions, branding and packaging, web construction, product sourcing and merchandising, photo shoots and art directions, online marketing and creative design.

**Owner / Director**

ASTW Inc - Design consulting firm, Los Angeles CA | Nov 2015 – Present

Head of Design - consultant

Sports Illustrated – JC Penney, Plano TX | Jan 2021 – April 2022

* Directed design and product development teams for the launch of Sports Illustrated activewear Spring 2022. Created seasonal colors and themes to launch a complete lifestyle collection for men, women, kids and special sizes. Produced inspiration decks for corporate presentation to executives, licensing partners, buyers and marketing team to showcase seasonal concepts. Established brand identity and customer base in the activewear arena.
* Worked in a remote capacity utilizing video conferences with overseas factories and Dallas design team to ensure sample completion for milestones meetings. Identified core and fashion items, researched innovative performance fabrics and developed branded logo trimmings. Product categories include outerwear, warm-up gear, seamless knits, sports bras, track sets, knit tops and bottoms.

Vice President of Design - consultant

Texma International – Manufacturer, Taipei Taiwan | Oct 2016 – May 2020

* Provided concept and design directions with trend analysis to Taiwan design team. Catering to US based clients such as Banana Republic, Liz Claiborne and Worthington.

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WORK EXPERIENCE CONTINUED

* Worked in a remote capacity in Los Angeles and led the design “co-creation” program between manufacturer and clients. Built merchandising strategies to target specifically for client’s brand profile. Solving cost related issues to meet target cost and increase profit margin.
* Supplied reports in retail landscape, runway trends and style forecasts for clients. Product categories include: suits, jackets, pants, skirts, dresses, knit and woven tops. Developed an assortment of samples tailored to each client’s seasonal demands. Travelled with design team to present new development samples and market intelligence to clients. Reported to the President of the company.

**Design Director**

Worthington – JC Penney, Plano TX | Aug 2011 – July 2015

* Design director for contemporary wear to work label Worthington with a $400 million plus annual volume. Created seasonal concepts and roadmaps to lead the design team with a focused vision. Drove monthly color stories to ensure a cohesive flow in the stores between each month. Analyzing global runway shows and turned conceptual ideas into consumer relatable products that fits the brand profile.
* Mentored a team of 9 designers plus associates and fostered their career development. An advocate of team building to create strong relationships between cross divisions. Assessed talents with performance reviews on productivity, creativity and time management. Managed annual department budget that includes sample developments and travel expenses. Oversaw over 80 styles per delivery across all categories including suits, jackets, bottoms, dresses, sweaters, knit and woven tops. Partnered with merchants in their monthly sales meetings analyzing sell-throughs and best-sellers. Collaborated with graphic textile team to produce an assortment of over 30 prints each delivery. Attended key fittings across all categories and partnered with technical design team to ensure consistency in fit.
* Maintained long-term vision and brand positioning with extensive market research. Shopping in major American and European cities such as New York, Los Angeles, London, Paris, Milan, Stockholm and Copenhagen to discover global emerging trends and retail environment. Travelled extensively to Asia for seasonal developments in Hong Kong, Taipei and Seoul.
* Utilized story-telling skills to lead milestone presentations for cross functional teams including design, sourcing, merchandising, and marketing teams. Created impactful visual presentations to convey the mood and seasonal themes through mannequin displays, prototype developments and PowerPoint presentation. Partnered with accessories department to create a complete lifestyle presentation for the brand.

**Senior Designer**

She Said / Worthington – JC Penney, Plano TX | Feb 2009 – July 2011

* Spearheaded corporate initiatives into the contemporary market with trend driven label She Said.
* Spearheaded an upper tiered collection for the Worthington label.
* Head designer for the sweater division in Worthington private label. Increased sweater business by 200%. Travelled seasonally to Asia for sample development and visit factories to research new knitting techniques and yarn development. Travelled to Pitti Filati for yarn exhibition and to discover emerging trends in sweater.

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WORK EXPERIENCE CONTINUED

**Design Director**

Michael Stars - Los Angeles CA | Jul 2007 – Dec 2007

* Oversaw a team of 15 plus designers, assistant designers, pattern makers and technical designers. Attended fittings with designers for domestic and overseas development to ensure consistency in fit for the established customer base. Established product life cycle calendar for both domestic and overseas production
* Launched dress division for Fall 2008

**VP of Design**

Quantum Concept - Los Angeles CA | Jun 2006 – Jun 2007

* Oversaw design and sourcing team. Established technical packages and fit guidelines from development to production. Designed contemporary menswear line Jaymes and oversaw development of streetwear label SQ Wear. Conducted fittings for both labels from concept to production. Categories include tailored suiting, woven and knit tops, casual and tailored bottoms, jackets, sweaters and denim.

EMPLOYMENT HISTORY CONTINUED

**Senior Designer** | Nautica | Women’s swim and athleisure | Los Angeles Feb 2002 – May 2006

**Designer** | Anne Taylor Loft | Women’s contemporary | New York Feb 2001 – Feb 2002

**Designer** | Anne Klein | Women’s Bridge Collection | New York Mar 1997 – Jan 2001

**Designer** | Emanuel Emanuel Ungaro | Women’s Bridge Collection | New York Sept 1996 – Mar 1997

SKILLS

Concept & Trend Direction Overseas Development PowerPoint / Excel / Word

Team Building Mentoring and Fostering talents Hand sketches and Illustrations

Development Calendar Photoshop / Illustrator English/Cantonese /Mandarin

EDUCATION

Otis College of Art and Design | Los Angeles, CA | Bachelor in Fine Art | Fashion Design Major

University of California, San Diego | San Diego, CA | Undergraduate Microbiology