

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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www.Creativelab.design 

PROFESSIONAL SUMMARY

Strategic fashion leader with a proven record of launching new business initiatives, building design processes from the ground up, and forging global supply chain partnerships. Expert at cost negotiations, optimizing development timelines, and delivering profitable collections under tight deadlines.

Known for blending compelling product storytelling with trend-driven strategies to strengthen brand identity and accelerate growth. Brings a uniquely broad background spanning contemporary womenswear, menswear, activewear, and e-commerce, with additional expertise in digital marketing and market expansion.

WORK SUMMARY

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

- Directed seasonal design vision, merchandising strategy, and product assortment, from apparel sourcing, trend analysis to vendor negotiations, ensuring alignment with brand identity and social media market positioning.
- Led creative direction for branding, website experience, photography, and social media campaigns, building a cohesive visual narrative across all customer touchpoints.
- Curated contemporary menswear collections blending streetwear culture with runway-inspired aesthetics, driving brand differentiation and customer engagement.

Head of Design (consultant) | Sports Illustrated – Los Angeles • New York • Plano | Jan 2021 – Apr 2022

- Directed design and product development for an active lifestyle collection across men's, women's, and kids' apparel.
- Created seasonal themes, color stories, and brand identity, establishing signature looks and core business items.
- 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.
- Managed overseas product development, ensuring quality control and brand consistency across all categories.

Vice President of Design (consultant) | Texma Int. – Taipei • Taiwan | Oct 2016 – May 2020

- Directed concepts and design direction for collections produced for Banana Republic, Liz Claiborne, and Worthington.
- Innovated fabrics and integrated trend-driven concepts into sample development to elevate product appeal and market relevance.
- Analyzed US and European retail landscapes, runway trends, and forecasts to guide client strategies.
- Presented prototypes and market intelligence to clients and cross-functional teams, influencing seasonal design direction.

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Continue from previous page

- Designed quarterly collections that increased sample adoption rates and expanded core product offerings.
- Developed merchandising strategies and resolved cost challenges to achieve target margins.

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.
- 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.
- Merchandised 80–100 styles per season across suits, separates, tops, dresses, and sweaters, partnering with graphic and textile designers to create seasonal prints.
- 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 | Plano

Design Director | Michael Stars | Contemporary casual womenswear | Los Angeles

VP of Design | SQ • Jaymes | Contemporary causal and tailored menswear | Los Angeles

Senior Designer | Nautica | Swimwear and athleisure womenswear | Los Angeles

Designer | Anne Taylor Loft | Contemporary women | New York

Designer | Anne Klein | Bridge Collection women | New York

Designer | Emanuel Emanuel Ungaro | Bridge Collection women | New York

EDUCATION

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

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

SKILLS

Concept/ Color/ Trend Direction

Inspiration board and storytelling

Hand sketches and illustrations

Adobe Illustrator & Photoshop

Product development & tech packs

Garment construction and fit

Fabric and yarn development

Woven, cut & sew knit and sweater

Runway to product translation

Leadership and mentoring

Create development calendar

English/Cantonese /Mandarin