

ANDREW WONG

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

6 2 6 - 2 3 2 - 3 0 9 3
ANDREW.ST.WONG@GMAIL.COM
L O S A N G E L E S
WWW.CREATIVELAB.DESIGN

APPAREL DESIGN DIRECTOR

Strategic apparel design leader with 20+ years of experience driving commercially successful women's, men's, active, knitwear, sweater, and woven apparel businesses across contemporary and private label retail environments.

Expertise in product strategy, trend forecasting, fabric and yarn development, fittings, global vendor collaboration, and cross-functional team leadership. Proven ability to balance elevated design direction with commercial performance, operational execution, and scalable product development.

CORE EXPERTISE

Women's & Men's Apparel
Sweater & Knit Development
Woven Product Development
Fabric & Yarn Development
Fit & Construction Leadership

Trend & Market Analysis
Assortment Strategy
Global Vendor Management
Cross-Functional Leadership
Product Commercialization

Line Planning & Seasonal
Strategy
Contemporary & Private Label
Development

PROFESSIONAL EXPERIENCE

Founder & Creative Director | GENERAYXION – Generayxion.com

May 2022 – Present

- Lead seasonal concept development, assortment planning, and product strategy for contemporary menswear ecommerce brand.
- Direct sourcing, fabric development, vendor communication, fittings, and development calendar execution from concept through production.
- Utilize ecommerce analytics, consumer behavior insights, and sell-through performance to refine assortments and identify product opportunities.
- Oversee brand positioning, digital merchandising, and visual storytelling across ecommerce and marketing channels.

Head of Design Consultant | Sports Illustrated | JC Penney

LA • NYC • Plano | Jan 2021 – Apr 2022

- Directed design and product development for multi-category active lifestyle collections across men's, women's, and kids apparel.
- Developed seasonal concepts, color direction, fabric innovation, and product narratives aligned with merchandising and licensing objectives.
- Collaborated with merchandising, production, and licensing teams to align product strategy with sales performance and category goals.
- Managed overseas development and vendor partnerships to maintain quality, consistency, and execution across product categories.

Vice President of Design | Texma Int.

Taipei • Taiwan | Oct 2016 – May 2020

- Directed multi-category design development for contemporary retail brands including Banana Republic, Liz Claiborne, and Worthington.
- Led knit, sweater, woven, and tailored apparel development across global vendor networks.
- Translated market intelligence and trend analysis into commercially viable assortments tailored to each brand's customer profile.
- Presented seasonal concepts, prototypes, and market opportunities to buyers and executive leadership teams.

Design Director | Worthington , JC Penney

Plano • TX | Aug 2011 – July 2015

- Led design direction for Worthington, a \$400M women's contemporary workwear brand, overseeing 80-100 seasonal styles across multiple apparel categories.
- Directed and mentored a team of nine designers across seasonal development and execution.
- Partnered with merchandising and buying teams to align product strategy with sales performance and category growth objectives.
- Led sweater, knit, and woven product development initiatives focused on fit refinement, commercial assortment strategy, and trend-right product execution.
- Conducted fittings and collaborated with overseas manufacturers in Hong Kong, Taipei, and Seoul to ensure consistency in fit, quality, and construction.
- Researched global markets including New York, Paris, Milan, London, and Copenhagen to identify emerging product and consumer trends.

PREVIOUS WORK EXPERIENCE

Senior Designer | JCPenney – She Said

Contemporary private label apparel with focus on sweater and knit development

Design Director | Michael Stars

Contemporary women's casual apparel

VP of Design | SQ Jaymes

Contemporary menswear and tailored apparel

Senior Designer | Nautica

Women's swimwear and athleisure

Designer | Ann Taylor Loft

Contemporary women's casual apparel

Designer | Anne Klein | Emanuel Ungaro

Bridge women's designer and casual apparel

EDUCATION

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