

Alice Yi

Fashion Designer

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A talented and customer-oriented designer with an eye for commercial fashion and detail in product styling. 7+ years of experience in a luxury brand environment. Eager to join Givenchy to set a creative tone and inspire new ideas and concepts. In previous roles created a highly acclaimed men's summer collection that boosted sales by 35% relative to the previous year.



Experience

- 2016 - present

Senior Designer

Escada, New York City, NY

 - Designed exquisite fashion items in line with the brand's aesthetic.
 - Served as the design lead for the 2018 men's summer collection team.
 - Oversaw seasonal conceptualization and creation of men's accessories, incl. bags and belts.
 - Managed the entire product design process, from initial market research to mood board creation to sketching/designing to delivering the end product.
 - Participated in the conceptual development of directional product lines, incl. pitching original ideas & concepts.
 - Oversaw technical designs of products from concept to factory, incl. fabric and trim selection, meeting and selecting vendors, etc.

Key achievements:
 - Designed a men's summer collection distinguished by Marie Claire's and Vogue's editorial teams for its Art Nouveau style. The collection turned into commercial success by increasing sales numbers by 35% YOY.
- 2012 - 2014

Associate Designer

Dior Homme, New York, NY

 - Created commercial designs that reflected the conceptual direction and business strategy of the company.
 - Designed seasonal products focusing on style, fit, and fabric.
 - Applied processes to anticipate the needs of the customer in order to exceed customer expectations and readily react to their needs.
 - Built and maintained effective relations with 5+ key partners.
 - Collaborated and followed-up on deliverables with vendors and key partners throughout the entire design process, incl. merchandising, preproduction, and product development.

Key achievement:
 - Researched and created an experimental men's collection based on a new fabric blend.



Education

- 2012

B.A., Design

University of Illinois at Chicago, Chicago, IL



Skills

Design and conceptual skills	<div></div>
Multitasking	<div></div>
Excellent sense of style and color	<div></div>
Construction techniques	<div></div>
Organization	<div></div>
Time management	<div></div>