

# TINA HONG

## UX | UI DESIGNER

A creative, empathetic, and curious Fashion Designer turned UX Designer with over twelve years of fashion experience in product development, project management, branding, qualitative/ quantitative user research, and design.

## EXPERIENCE

### Z SUPPLY LLC

HEAD DESIGNER | MAY '13-MAR. '18

Others Follow | Ocean Pacific | Gotcha | Private Label & SMU Division | Z Supply- (May '13-Jul. '15)

Increased sales from 2013-2018 for Other Follow by 150%, transforming the brand from an item driven line into a cohesive collection.

Designed and developed the brand Z SUPPLY from a concept into the highest profiting, and fastest growing brand in the company in its first two years.

- Researched, designed and executed seasonal collections
- Communicated daily with factories and vendors overseas to execute sample lines
- Presented work at development and sales meetings
- Provided design direction for graphic artists for prints, graphics, embroidery
- Oversaw product development through production, while managing workflow of design team .
- Created label packages for new brands, rebranding and private label
- Traveled to Europe and Asia for research, sourcing, and product development
- Collaborated with sales teams to create product for buyers with special needs.

### SWAT FAME, INC.

SENIOR DESIGNER | Oct. '09-Feb. '12

See Thru Soul- Sportswear | Kut From the Kloth-Sportswear | Q40 | STS BLUE-Sportswear

Designed and developed the new sportswear divisions , turning the brands from a denim line into a sportswear brand.

Created and implemented a streamlined work flow and design process for the sportswear divisions.

- Analyzed trends and created seasonal collections for listed brands
- Presented work to creative director and sales teams.
- Created and implemented a work flow and design process for the sportswear division
- Managed workflow of assistant designers, sewers, technical designers, and patternmaker
- Traveled domestically and Asia for trend research, sourcing, and product development.

### 4-EVER YOUNG, INC.

HEAD DESIGNER, MERCHANDISER, DESIGN ROOM MANAGER | Jan. '06- Jun. '09

Young at Heart | Vyvid

- Analyzed trends to create monthly contemporary and junior collections
- Managed sample room and maintained work flow to execute product in a timely manner
- Directed fittings, working with sample sewers and patternmakers to prevent production & fit issues
- Sourced and followed up on all development related fabric, trim, wash and send outs
- Created marketing materials using Adobe Photoshop and Adobe Illustrator
- Attended quarterly trade shows to present line to buyers in Atlanta, Dallas, New York, and Las Vegas

## TOOLS

SKETCH

ADOBE CREATIVE SUITE

INVISION

PRINCIPLE

## UX METHOD

USER RESEARCH

COMPETITIVE ANALYSIS

WEBSITE ANALYTICS

SURVEYS

STORYBOARDS & SCENARIOS

PERSONAS

FLOW CHARTS

WIREFRAMING

PROTOTYPING

## SKILLS

INTERACTION DESIGN

VISUAL DESIGN

BRANDING

ART DIRECTION

CONFLICT RESOLUTION

ADAPTABILITY

TEAMWORK

SELF MOTIVATION

COMMUNICATION

PROJECT MANAGEMENT

## LANGUAGES

HTML/ CSS

J QUERY/ BOOTSTRAP

JAVASCRIPT  
(WORKING KNOWLEDGE)

## EDUCATION

UC IRVINE

UX | UI - CERTIFICATE

OTIS COLLEGE OF ART & DESIGN

FASHION DESIGN- BFA