

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.

Was responsible for designing and developing the brand Z SUPPLY from 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