

# TINA HONG

## FASHION DESIGNER

A creative, driven, and curious Fashion Designer with over thirteen years of experience in product development, project management, branding, competitive analysis, customer research, and design. I am constantly looking for ways to continue to learn, broaden my scope, and evolve as a designer.

### EXPERIENCE



#### VANGALDER DESIGN

FREELANCE CONSULTANT/ PRODUCT DESIGNER | APRIL '18-CURRENT

- Research trend, color and concepts for interior design firm.
- Hand sketch designs and concepts based on client's needs.



#### Z SUPPLY LLC

HEAD DESIGNER | MAY '13-MAR. '18

BRANDS: Others Follow | Ocean Pacific | Gotcha | Private Label & SMU Divisions | Z Supply

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

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, and 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

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

Designed and developed the new sportswear divisions to parallel with the existing denim lines while creating and implementing 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



#### 4-EVER YOUNG, INC.

HEAD DESIGNER, MERCHANDISER, DESIGN ROOM MANAGER | JAN. '06- JUN. '09

BRANDS: 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

ADOBE ILLUSTRATOR  
ADOBE PHOTOSHOP  
IN DESIGN  
PAPER/ PENCILS/ MARKERS

### DESIGN METHOD

CUSTOMER RESEARCH  
TREND RESEARCH & FORECAST  
SALES/ COMPETITIVE ANALYSIS  
QUICK CROQUIS & SKETCHES  
DIGITAL ILLUSTRATIONS  
ILLUSTRATOR FLATS  
PROTOTYPING

### SKILLS

APPAREL DESIGN  
TECH DESIGN  
PATTERN DRAFTING/ DRAPING  
HAND SKETCHING  
CADS  
ART DIRECTION  
ADAPTABILITY  
TEAMWORK  
SELF MOTIVATION  
COMMUNICATION  
PROJECT MANAGEMENT

### EXPERTISE

GRAPHICS  
EMBROIDERY  
PRINTS  
WASH/ TREATMENTS  
KNITS / WOVENS  
CONTEMPORARY/ JUNIOR MARKETS  
SMU/ PRIVATE LABEL  
FIT  
TECH PACKS

### EDUCATION

UC IRVINE  
UX | UI - CERTIFICATE  
OTIS COLLEGE OF ART & DESIGN  
FASHION DESIGN- BFA