

# TINA HONG

## FASHION DESIGNER

A creative, customer driven, and curious Fashion Designer with over twelve years of experience in product development, project management, branding, competitive analysis, customer research, and design.

### EXPERIENCE

#### Z SUPPLY LLC

FREELANCE DESIGNER/ CONSULTANT | MAR '18-CURRENT

#### 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%, transformed 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 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
- 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

ADOBE ILLUSTRATOR  
ADOBE PHOTOSHOP  
IN DESIGN  
PAPER/ PENCILS/ MARKERS

### DESIGN METHOD

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

### SKILLS

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

### EXPERTISE

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

### EDUCATION

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