

TINA HONG

UX DESIGNER

UX Designer with expertise in: product design & development, branding, qualitative research, quantitative research, and project management.

www.tinahongdesigns.com

EXPERIENCE

● Z SUPPLY, LLC.

HEAD DESIGNER | MAY '13-MAR. '18

BRANDS: Others Follow | Ocean Pacific | Gotcha | Z Supply

Tripled sales from 2013-2018 for Others Follow, transforming the brand from an item driven line into a cohesive collection. I **was also 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.**

- Performed qualitative research (interviews, stakeholder meetings, and observations) and quantitative research (competitive analysis, sales reports, and surveys) to design for customer's needs.
- Improved rapport with overseas factories through increase of communication, resulting in improved prototypes and faster turn around time in development.
- Provided design direction for graphic artists, resulting in an increase of sales and growth in the Graphic Tee's category for Other's Follow.
- Created branding for new and existing lines based on customer research and needs.
- Collaborated with cross-functional teams to create product for buyers with special needs, increasing the volume of sales for our Special-Make-Ups division.

● SWAT FAME, INC.

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

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

Researched, designed, and prototyped junior and contemporary lines while creating and implementing a streamlined workflow and design process, resulting in improved efficiency of the developmental process. Analyzed trends through synthesis of competitive analysis, on-site observations, customer feedback, and sales reports to create customer-centered designs. **Successfully exceeded our sales goal of \$7M in our second year of production.**

- Collaborated with production and dev teams to maximize use of materials without sacrificing the aesthetic or quality of designs- successfully lowering cost and increasing profit margins.
- Managed workflow of design team to improve efficiency of design process.
- Traveled to source new factories, resulting in lowered production costs and higher profit margins.

● 4-EVER YOUNG, INC.

HEAD DESIGNER | JAN. '06-JUN. '09

BRANDS: Young at Heart | Vyvid

Responsible for project-management, design, and development of brands, while utilizing the strength of their domestic factories, resulting in higher profit margins, and lowered production costs.

- Managed sample room and maintained workflow to improve efficiency of development process.
- Created content and implemented use of marketing materials for email blasts, resulting in an increase in phone and email orders.

TOOLS

SKETCH
FIGMA
ILLUSTRATOR | XD
INVISION
HTML/ CSS

UX METHOD

COMPETITIVE ANALYSIS
HEURISTIC EVALUATION
COGNITIVE WALKTHROUGH
INTERVIEWS / SURVEYS
STORYBOARDS
SCENARIOS
PERSONAS
FLOWCHARTS
WIREFRAMING
PROTOTYPING

SKILLS

UX | UI DESIGN
BRANDING
ART DIRECTION
CONFLICT RESOLUTION
ADAPTABILITY
TEAMWORK
SELF MOTIVATION
COMMUNICATION
PROJECT MANAGEMENT

EDUCATION

UC IRVINE
HCI & DESIGN
MASTERS '20

UC IRVINE
UX | UI
CERTIFICATE '18

OTIS COLLEGE OF ART
& DESIGN
FASHION DESIGN
BFA '05