

# TINA HONG

## UX | UI DESIGNER

OC / LA county based creative, empathetic, and curious fashion designer turned UX Designer with over fourteen years of experience in product development, project management, branding, qualitative/ quantitative user research, and design.

### EXPERIENCE

#### VANGALDER DESIGN

FREELANCE CONSULTANT/ PRODUCT DESIGNER | APRIL '18-CURRENT

- Research trend, color and concepts for design firm.
- Hand sketch designs and concepts based on client's needs.
- Create CAD packages 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 profitting, and fastest growing brand in the company in its first two years.

- Researched, designed, and executed men and women's seasonal collections.
- Communicated daily with factories and vendors overseas to execute sample lines.
- Presented sketches and lines at development and sales meetings.
- Provided design direction for graphic artists for prints, graphics, and embroidery.
- Oversaw development through production while managing workflow of design team.
- Created label packages for new brands, rebranding, and private labels.
- 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 | Kut From the Kloth | Q40 | STS BLUE

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 sketches and lines to creative director and sales teams.
- Created and implemented work flow and design process for the sportswear division.
- Managed workflow of design team and sample room.
- Traveled domestically and to Asia for trend research, sourcing, and product development.

#### 4-EVER YOUNG, INC.

HEAD DESIGNER, 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.
- 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  
HTML/ CSS

### UX METHOD

USER RESEARCH  
COMPETITIVE ANALYSIS  
WEBSITE ANALYTICS  
SURVEYS  
INTERVIEWS  
STORYBOARDS  
SCENARIOS  
PERSONAS  
FLOW CHARTS  
WIREFRAMING  
PROTOTYPING

### SKILLS

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

### EDUCATION

UC IRVINE  
HCID- MASTER'S

UC IRVINE  
UX | UI - CERTIFICATE

OTIS COLLEGE OF ART  
& DESIGN  
FASHION DESIGN- BFA