

TINA HONG

UX | UI DESIGNER

OC / LA county based creative, empathetic, and curious fashion & graphic designer turned UX Designer with over twelve 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 graphics packages, separated and prepared for screen printing 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 multiple men and women's 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 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- Sportswear | Kut From the Kloth-Sportswear | Q40-Leather | 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 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

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

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
INTERFACE DESIGN
BRANDING
ART DIRECTION
CONFLICT RESOLUTION
ADAPTABILITY
TEAMWORK
SELF MOTIVATION
COMMUNICATION
PROJECT MANAGEMENT

LANGUAGES

HTML/ CSS
J QUERY/ BOOTSTRAP

EDUCATION

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