

TINA HONG

UX DESIGNER

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

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 the client's needs.

Z SUPPLY LLC

HEAD DESIGNER | MAY '13-MAR. '18

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

Tripled sales from 2013-2018 for Others 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 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 the workflow of the 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 new sportswear divisions to parallel with existing denim lines while **creating and implementing a streamlined workflow 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 a workflow and design process for the sportswear division.
- Managed workflow of design team and sample room.
- Traveled domestically and overseas 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 workflow to execute product on time.
- 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
PHOTOSHOP
ILLUSTRATOR
INVISON
HTML/ CSS

UX METHOD

USER RESEARCH
COMPETITIVE ANALYSIS
SURVEYS
INTERVIEWS
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