

TINA HONG

UX DESIGNER

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

EXPERIENCE

VANGALDER DESIGN

FREELANCE CONSULTANT/ PRODUCT DESIGNER | APRIL '18-SEPT '19

Through synthesis of competitive analysis, field research, and client interviews, came up with mood boards and custom furniture CAD's that helped communicate designs to the client, resulting in an **increased volume of returning clients and personal referrals** to the design firm.

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-profitting, and fastest-growing brand** in the company in its first two years.

- Performed qualitative research (interviewing customers, sales teams, and attending trade-shows and buyer meetings) and quantitative research (competitive analysis, sales reports, and surveys) to design for customer's needs.
- Improved rapport** with overseas factories by implementing daily communication, weekly meetings, and visiting factories, resulting in **improved prototypes and faster turn around time in development**.
- Provided design direction for graphic artists for prints, graphics, and embroidery, resulting in an **increase of sales and growth in the Graphic Tee's category for Other's Follow**.
- Oversaw development through production while managing the workflow of the design team.
- Created label packages for new brands as well as rebranding based on customer research and needs.
- Collaborated with sales teams to create product for buyers with special needs, **increasing the volume of sales for our private label and special-make-ups category**.

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, **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**.

- Presented sketches and lines to creative director and sales teams.
- Managed workflow of design team and sample room to **improve efficiency** and adhere to calendar.
- Traveled overseas and domestically to source new factories, resulting in **reduced garment costs and higher profit margins**.

4-EVER YOUNG, INC.

HEAD DESIGNER, DESIGN ROOM MANAGER | JAN. '06- JUN. '09

BRANDS: Young at Heart | Vyvid

Designed monthly deliveries for contemporary and junior collections, while **utilizing the strength of their domestic factories**, focusing on knit categories, resulting in **higher profit margins, and lowered CMT**.

- 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
PHOTOSHOP
ILLUSTRATOR
INVISION
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