ANDREW
**WONG**

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Los Angeles, CA

www.Creativelab.design

DESIGN &

 ECOMMERCE

**PROFESSIONAL SUMMARY**

Professional with extensive experience in womenswear, activewear and knitwear. Adept at integrating function, innovation, and aesthetics into apparel, specializing in garment construction, and fabric development. A strong leader in team building and mentorship, with a track record of launching successful collections and enhancing brand identity. Highly skilled in design presentation, product storytelling, and executing trend-driven strategies to drive revenue growth

**WORK EXPERIENCE**

 **Creative Director** | Generayxion – GenXGenY.com May 2022 – Present

* Spearhead seasonal design direction, merchandising, product sourcing and vendor relations
* Lead creative direction for branding, website, photoshoots and social media
* Merchandised contemporary men’s streetwear inspired by runway trends

**Head of Design (consultant)** | Sports Illustrated – Los Angeles • New York • Plano Jan 2021 – April 2022

* Led design and product development for an active lifestyle collection
* Created seasonal themes, color stories and branding identity for men’s, women’s and kids’ apparel
* Built inspiration decks for corporate licensing partners, buyers and marketing.
* Established brand identity, signature looks and core business items
* Developed innovative fabrics trims, and construction techniques to enhance performance and aesthetic
* Managed overseas development, ensuring quality control and brand consistency

**Vice President of Design (consultant)** | Texma Int. – Taipei • Taiwan Oct 2016 – May 2020

* Head up concepts and design directions for team working on collections for Banana Republic, Liz Claiborne and Worthington
* Innovated new fabrics and applied trend-driven ideas to sample development
* Supplied analysis of US and Europe retail landscape, runway trends and forecasts to clients
* Presented prototypes and market intelligence to clients and cross functional teams
* Designed new styles per quarter delivery and increased sample adoption rate
* Built merchandising strategies and solved cost related issues to meet target margin

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 WORK EXPERIENCE CONTINUED

**Design Director** |Worthington – JC Penney, Plano TX Aug 2011 – July 2015

* Led design team responsible for Worthington; a $400 million modern women’s workwear brand
* Developed seasonal concepts, translated runway trends into consumer-friendly products, and identified market opportunities
* Directed a team of 9 designers, conducting performance reviews and fostering career development
* Streamlined process, improved sample adoption ratio and identified missing opportunities in product categories
* Merchandised 80-100 styles per season across categories including suits, separates, tops, dresses and sweaters
* Partnered with graphic and textile designers to develop seasonal prints and worked closely with cross functional teams to maintain brand consistency
* Conducted competitive shopping research in New York, Los Angeles, London, Paris, Milan and Copenhagen
* Led fittings and product development with manufacturers in Hong Kong, Taipei and Seoul

**PREVIOUS WORK EXPERIENCE**

**Senior Designer** | JC Penney • She Said | Contemporary womenswear | Plano

 **Design Director** | Michael Stars | Contemporary casual womenswear | Los Angeles

**VP of Design** | SQ • Jaymes | Contemporary causal and tailored menswear | Los Angeles

**Senior Designer** | Nautica | Swimwear and athleisure womenswear | Los Angeles

**Designer** | Anne Taylor Loft | Contemporary women| New York

**Designer** | Anne Klein| Bridge Collection women | New York

**Designer** | Emanuel Emanuel Ungaro | Bridge Collection women | New York

**EDUCATION**

 **Otis College of Art and Design** | B.F.A. | Major in Fashion Design | Los Angeles, CA

 **University of California San Diego** | Undergraduate Microbiology | San Diego, CA

**SKILLS**

Concept/ Color/ Trend Direction Product development & tech packs Runway to product translation

Inspiration board and storytelling Garment construction and fit Leadership and mentoring

Hand sketches and Illustrations Fabric and yarn development Establish Development Calendar

Microsoft and Adobe Software Woven, cut & sew knit and sweater English/Cantonese /Mandarin