AMY HAN

SENIOR DESIGNER - WOMEN'S APPAREL



Downey, CA

ahan119@gmail.com

562-213-7777

LINKED IN
linkedin.com/in/ahan119

ONLINE PORTFOLIO
hanamy.carbonmade.com

PROFILE

Versatile, creative, well-rounded and driven Designer with 11 years of industry experience in Women's Apparel. Categories include:

- Young Contemporary Knits + Wovens (Regular & Plus size)
- Casual & Dressy Tops, Bottoms, Dresses Sweaters & Outerwear
- Lifestyle + Athleisure Apparel
- Activewear + Yoga Apparel; (True Performance & Athleisure categories)

EDUCATION

OTIS COLLEGE OF ART & DESIGN
BFA, Fashion Design
2001-2004

EL CAMINO COLLEGE
*Art/Art Studies, for transfer of credits
2000-2001

SKILLS

- Adobe Illustrator, Photoshop
- Word, Excel, Outlook, PowerPoint
- Tech Packs, CADS, BOM, Specs
- Technical Flats, Hand Sketching
- Color & Trend Analysis, Market Research
- Sourcing & Developing Fabric, Prints, Trims, Embroidery, Embellishments, Washes
- Developing Artwork, Silkscreen/Sublimation Prints
- Domestic & Import Design
- Development & Manufacturing Processes
- Fit, Garment & Sewing Construction
- Establishing Fit & Pattern Blocks
- Styling & Visual Merchandising
- Strong Written & Verbal Communication
- Trilingual: English, Korean & Spanish

WORK EXPERIENCE

SENIOR DESIGNER

SKIES ARE BLUE / STEPS APPAREL Los Angeles, CA July 2018 – November 2018 (5 mos)

The epitome of Americana chic, offering a wide selection of fresh, fun and sophisticated fashion pieces designed for the everyday woman. Buyers include Lucky Brand, Dillard's, Stitch Fix, Anthropologie and more.

- **Designed monthly & seasonal collections of import knits + wovens across all categories (tops, pants, skirts, shorts, dresses, rompers, jumpsuits, shirtings/button-downs & outerwear).**
- **Styles designed were picked regularly for PO's by buyers such as *Dillard's, Stitch Fix* & *Anthropologie*.**
- **Worked closely with Director of Sales to create new business opportunities and grow buyer accounts such as *Anthropologie, Bloomingdales, Nordstrom Encore and ModCloth to name a few.***
- **Managed the entire design process from concept to finished product. Selected fabric, print, trims, hardware, drove spec, fit direction and quality consistent with brand with minimal guidance from VP.**
- **Developed exclusive in-house print artwork regularly on various fabrications. Worked closely with graphic designers daily to create print/embroidery/embellishment artwork.**
- **Utilized trend intelligence, weekly market research, current and historical business to design and deliver a quality balanced assortment of key items and fashion must-haves that represented the Skies Are Blue girl (Regular & Plus styles).**

- Collaborated with design team to establish season color palette, cohesive product line and build sales in specific categories.
- Created detailed tech packs w/ technical flats, CADS, BOMs, specs & artwork info.
- Trained and managed assistant designer in tech pack development, PLM management, line sheets & follow-up.
- Approved fabric samples, strike-offs, trims, bulk submits. Led fittings from proto to pp.
- Communicated with factories to ensure correctly made proto samples were received by deadline.
- Prepared & appropriately merchandised line and presentation materials tailored to specific buyer meetings.
- Attended trade shows to shop market and assist in sales. Styled and merchandised outfits for trade show displays and photoshoots.
- Built strong working relationships with cross-functional teams (Fit, Production, Sales) through clear communication and problem solving.

HEAD DESIGNER

AVOCADO / NIKIBIKI Vernon, CA April 2014 – June 2017 (3 yrs, 3 mos)

**Contemporary Designer @ Nikibiki then promoted to Head Designer @ Avocado.*

Lifestyle and Activewear brand designed inspiring women to discover wellness from the inside out. Providing high quality Activewear, Yoga, Athleisure apparel and specializing in seamless creations.
*Featured in **SELF**, **Vogue Korea**, **Yoga Journal** and **Athleisure Magazine** to name a few. First activewear brand to be showcased at **The Springs** in Downtown LA, sold well at **Wanderlust Studio** in Hollywood and became a hit with the fitness ladies of **Tone It Up**.*

- **Designed & executed multiple seasonal collections of domestic + import C&S Active, Yoga, Lifestyle & Vintage categories (knits + wovens; tops/ bottoms/ sports bras/ leggings/ outerwear/ dresses/ sweaters/ hoodies/ graphic tees/ tanks).**

- **Built Avocado brand from the bottom up; helped launch first brick-and-mortar flagship store on Abbot Kinney Blvd., Venice, CA.**
- **Expanded business to 8 additional retail locations throughout the major malls in Korea, in addition to Santa Monica store on 3rd Street Promenade.**

- **Fulfilled multiple positions & responsibilities beyond design role to meet growing company's needs.**
- **Elevated brand awareness and drove selling by collaborating closely with vendors to source & design/develop special fabrics, prints, unique trims, garment washes/finishing, graphics, logos, labels (woven & heat transfer), hangtags & packaging.**
- **Built standard fits & pattern blocks for a variety of silhouettes. Established an extensive library of fabrics, trims & washes.**
- **Resolved issues, facilitated development / production processes, improved accuracy, met deadlines and strengthened relationships via clear communication and timely follow-up with pattern, sample makers, factories & cross functional teams.**

- Led the design team; trained and mentored assistant/associate designers with minimal direction from management.
- Worked closely with Creative Director to strategically map out seasonal concept, color & print direction.
- Translated ideas into brand appropriate, original designs with an understanding of trends, competitors, cost and selling.
- Created detailed tech packs w/ technical flats (Illustrator & hand-drawn), CADS, BOMs, specs & artwork info.
- PLM management (style & trim info set-up, creating & maintaining BOM's, updating style info, fit sample comments, lab dip approvals, etc.).
- Managed all product development & costing to ensure target pricing. Hands-on fitting from proto to PP.
- Performed weekly shopping & market research. Shopped company stores to understand selling and find spot opportunities.
- Improved communication between corporate office & retail stores though store visits and training store employees on product.
- Styled and organized outfits for web, trade shows, lookbook & photoshoots. Merchandised flagship store, styled mannequins/displays to execute design directives, promos, and in-store events.

DESIGNER

UMGEE USA Los Angeles, CA Sept 2013 – Jan 2014 (5 mos)

A leader in the wholesale fashion industry offering stylish, affordable Women's Apparel from contemporary to boho looks, bold prints to feminine details with the free-spirited, All-American girl in mind.

- **Designed import styles for the main Junior/Young Contemporary line (knit & woven; tops, bottoms, dresses, outerwear).**
- **Also developed domestic styles; utilized intimate knowledge of domestic development and production.**

- **Generated sales by translating current & upcoming trends into sellable designs that placed in company's Top 20 List.**
- **Increased profits by updating the company's best-selling bodies with fresh trims, fabric and details.**

- Sourced & developed fabric, trims/embellishments, sublimation and silkscreen prints.
- Prepared tech packs, sample requests & send-outs on a daily basis.
- Actively participated in fit sessions, communicated fit comments & pattern corrections to production team, responsible for TOP approvals.
- Communicated with overseas vendors to ensure correct & timely development of samples.
- Traveled to follow-up with development and production in China.

DESIGNER

MOA MOA INC., NEWPORT APPAREL Compton, CA April 2011 – May 2013 (2 yrs, 2 mos)

Manufacturer with over 20 years of experience in Junior Contemporary, Missy and Plus apparel.
Buyers: Dillard's, Forever 21, Windsor Fashions, Buckle, Mandee, Bealls, Charming Charlie, Von Maur, Stage Stores, Boscov's, Joyce Leslie, Belk, Vanity, Gordmans, Ashley Stewart, Maurice's, Body Central, Francesca's, Marshalls, Ross, Macy's Bar III, Lord N' Taylor and more.

- **Designed domestic & import styles for the Junior/Young Contemporary line. Also developed Missy/Plus styles.**
- **Created an additional Girls/Kids line by buyer demand that generated additional sales.**
- **Strengthened relationships with sales team, buyers & vendors by applying sales data to designs, effectively updating best-selling bodies and executing buyer requests & line sheets on time, resulting in increased sales, consistent orders and reorders.**

- **Successfully managed deadlines; adhered to an aggressive development calendar alongside internal salesmen and external buyer development requests and line sheets.**
- **Vital communicator with the dye houses to develop tie dye/washes; sourced & developed silkscreen prints & sublimations.**
- **Managed all trim/embellishment sourcing & development; established an organized trim library.**
- **Consistently praised for attention to accuracy, organizational skills, prompt follow-up and good control of vendors.**

- Presented monthly line build to VP of Merc & Design, Design, Production & CS teams. Ensured all fabrics and developments were focused, cost-efficient and feasible to be produced in a timely manner.
- Contributed and collaborated with team and Design Director to build focused seasonal concepts, key items and color palette.
- Performed extensive trend forecasting, shopping & market research to bring in ideas and inspiration.
- Worked closely with in-house patternmakers and sample makers on a daily basis.
- Trained and mentored design assistants in all areas of design.

ASSOCIATE DESIGNER

FOREIGN EXCHANGE Santa Fe Springs, CA Oct 2008 – Jan 2011 (2 yrs, 4 mos)

Unique trend-driven retail brand providing quality contemporary Men's & Women's styles at a competitive price. Known for their unique, boutique-like styles and modern silhouettes for the young trendsetter.

- **Designed Women's fashion knit + woven tops/bottoms/dresses/outerwear/basics and some Men's fashion knit tops + basics.**
- **Developed 'close to season' items for both Women's and Men's categories.**

- Collaborated with design team in developing the theme, concepts & color story for each season.
- Created design concept boards, fabric boards, and Power Point presentations to present the line for each season.
- Translated hand sketches to technical flats on Illustrator; created detailed tech packs according to a specific calendar plan.
- Sourced fabric & trim (domestically & overseas), handled send-outs, maintained fabric & trim libraries.
- Played an active role in fittings, generated fit comments & revised specs to pass to internal & overseas factories.
- Trained & managed interns to assist the design department in all areas.