

Independent designer with a focus on innovation and inclusivity in commercial, luxury, and digital fashion. A natural leader in marketing, business, and artistic spaces.

3A: Authentic, Accountable, Analytical

SKILLS

ADOBE CREATIVE SUITE
Illustrator, Indesign, Photoshop, Lightroom, PremierPro, Audition

ADOBE EXPERIENCE MANAGER [AEM]

FLEX PLM

MICROSOFT 365 SUITE
Powerpoint, Excel, Word, OneNote, OneDrive

GOOGLE OFFICE SUITE

AUTOCAD
CLO3D, AutoCAD, Solidworks, Fusion360

WEB DESIGN
Figma, WIX, HTML

CRAFTMANSHIP
Pattern Making, Draping, Styling, Sewing, Fitting, Construction, 13 Years of Fine Arts

LANGUAGES

ENGLISH	CHINESE	SPANISH
Native	Native	Intermediate

AWARDS

FASHION BUSINESS ESSENTIALS
Certificate Parsons x WWD, Jan 2023

USFSA GOLD MEDALIST
U.S. Figure Skating awarded, June 2019

TRI-VALLEY ART FEATURE
3 art pieces in San Francisco, May 2019

LEADERSHIP

CLUB PRESIDENT TNS FIGURE SKATING

- Run and scale The New School's 1st Figure Skating Club, funding skaters and coaches every semester
- Connect figure skaters across university and New York ice skating college divisions

Get in Touch

amyli836@gmail.com

www.linkedin.com/in/amyli designer

EDUCATION

2020 - PRESENT

Parsons School of Design

New York, NY
BFA Fashion Design, Product Design
Minor in Fashion Business

EXPERIENCE

MAY - AUG 2023

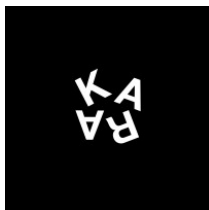


Victoria's Secret/PINK Design Intern

New York, NY

- Launch a website presenting Victoria's Secret PINK adapting to Digital Fashion's interactive retail space [META and APPLE Vision Pro's] — Sparked partnerships of Brand Innovation to 15 members under Merchants and Design team
- Create sketches and develop accurate tech packs and line sheets for Victoria's Secret PINK designs each season: sports bras, seamless, wireless, unlined, bodysuits, skirts, hoodies, pullovers, joggers, jackets, leggings, crew necks, dresses, tees, & corsets
- Utilize inspiration pulled from domestic shopping and trend forecasting sites to advocate design aesthetics, styles, materials, & prints based on PINK's active Gen Z audience
- Deliver story boards [pinned with fabric swatches, trims, pads, hardware, color bits] in collaboration with Design and Color Library for leadership meetings
- Participate in daily fittings and collaborate through teamwork to present final fits for leadership reviews, ensuring team achieves success in launching new products worldwide
- Maintain tierings transfer from decks to line sheets for storefront Sports and Apparel arrangement based on customer analytics
- Initiate organizing extensive library and bill of materials to archive color washes, prints, and silhouettes for future reuse & reference
- Ensure designs are approved, DI'd [design intent], and passed through fittings in domestic cross-functional channels: Technical Design, Raw Materials, Production, and Merchandising

SEP - DEC 2022



Handbag and Fashion Accessories Intern

New York, NY

- Created 20-25 Tech Packs DTM and SMS to manufacture products within Fall 2023 Line Sheets, manufactured in context of KARA's expanding brand image of functionality and fantasy products
- Implemented personal quality of craft in handbag and accessories Samples, Prototypes, and Mock-ups, composed to present to Market Sales and Wholesale clients such as SSENSE, Moda Operandi, Luisa Via Roma, and Monnier Freres
- Organized and sorted textiles, outsourced, and domestically sources fabrics, swatches, and hardware from local vendors
- Updated previous Tech Packs with Lead Designer to manufacture handbag and wearable design alterations for Fall 2023
- Constructed bags with novel hardwares, straps, & fabrics

AUG 2022 - FEB 2023

SHOWROOM SEVEN

VIVIENNE TAM

DUR DOUX™

Social Media and NYFW Intern

New York, NY

- Design Intern for VIVIENNE TAM SS 23' METAVERSE, PAST, PRESENT, AND FUTURE collection, styling patchwork and accessories for models in preparation for the fashion show
- Organized samples in showroom for stylists and small businesses
- Ship and send out samples to affiliate marketing networks
- PR to create social media reels, stories, posts to connect show to broader audience

REFERENCES AVAILABLE UPON REQUEST.