



AMY LI



PORTOLIO
www.ammyyli.com

www.linkedin.com/in/amyli designer

ABOUT ME

Multi-disciplinary artist and designer with a focus on digital design innovating with the target customer on a physical and unknown Metaverse level, catering to an evolving audience about emerging product trends. Expert on cross-functional collaboration based projects, and passionate about brand storytelling through color and 3D iterations. AAA: Authentic, Analytical, Accountable

EDUCATION

PARSONS SCHOOL OF DESIGN | New York, NY

2020-PRESENT

BFA Phygital Fashion Design, Product Design (Class of 2025)
Minor in Fashion Business

3.7/4 GPA

PROFESSIONAL EXPERIENCE

VICTORIA'S SECRET DESIGN INTERN | New York, NY

MAY -AUG 2023

- Work in a fast-paced, cross-functional environment to pass through final garment releases
- Engage with multiple teams to organize and update library of CMF, color swatches, prints, and prototypes (1-3)
- Ideate, visualize, and develop digital design based on trend research and documentation of physical samples
- Organize and maintain CMF in shared OneDrive and AEM to ensure designs are approved throughout all cross-functional partnerships and teams
- Assist in the development of flat sketches, line sheets, tech packs, decks, store design tierings for all of VS PINK
- Present storyboards (fabric swatches, trims, pads, hardware, color bits) for multiple leadership review
- Develop website mockup of VSPINK website as an interactive retail space through A.I. and 3D modeling

THARANCO GROUP DESIGN INTERN | New York, NY

JAN 2024 - PRESENT

- Use Microsoft Excel to deliver 50-100 styles weekly, work fast-paced with Lucky 33 manufacturer to collaborate on correct sampling and designed products on a daily
- CAD detailed flats and organize style pictures within system with detail attention to CMF specs, material finishes, textile quality, price of yardages, widths, PATT numbers, and Pantone color names, trims, lining, and hardwares
- Design silhouettes with Head designer to choose fabrics, lacing, hem details to a fixed price point
- Pass specs through multiple channels, specify pattern designs, cut-out pattern pieces and communicate directly with domestic factories on new styles in current season
- Assist communicating across buyers from Macy's, JCPenny, Nordstrom, ROSS Wholesalers

LEADERSHIP

TNS PARSONS FIGURE SKATING CLUB FOUNDER

Aug 2022 – PRESENT

- First TNS Collegiate Figure Skating club to encourage outdoor activities for ice skating and beyond
- Connect Parsons students of all diverse backgrounds to share a love for figure skating with NYU and Columbia
- Run and scale The New School's 1st Figure Skating Club; Funded 5k yearly for skaters and coaches for all levels

SKILLS

1. KEYSHOT
2. ADOBE CREATIVE SUITE (ILLUSTRATOR, PHOTOSHOP, LIGHTROOM, INDESIGN, AEM)
3. MICROSOFT OFFICE SUITE (EXCEL, POWERPOINT)
4. BLENDER
5. FUSION 360
6. FLEX PLM
7. CLO3D
8. WEB DESIGN (UI/UX)
9. PATTERNMAKING, DRAPING, STYLING, SEWING, FITTING, 3D MODELING PROTOTYPES
10. 14 YEARS OF FINE ARTS

LANGUAGES

ENGLISH
Native

CHINESE
Native

SPANISH
Intermediate

AWARDS

FASHION BUSINESS ESSENTIALS | PARSONS X WWD | NY
Certificate of completion

Jan 2023

GOLD MEDAL USFS | CA

June 2018

Passing of all levels to Senior Moves in the Field, ISU Figure Skating
TRI-VALLEY ART FEATURE | CA

May 2019

Student Recognition Project, Beauty in Age Exhibit, Rhythms in Nature