

EDUCATION:

Parsons School of Design (The New School)

August 2018 - May 2022

- BFA Fashion Design
- Cumulative GPA: 3.8

Academic Achievements

- Dean's List Scholarship
- David Warren Scholarship

SKILLS & PROFICIENCIES:

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro) and Figma.
- Skilled in AI image generation tools (e.g., Midjourney, DALL·E) for creating customized visual assets.
- Strong visual storytelling, layout, and composition skills.
- Fluent in Mandarin Chinese and Shanghainese.
- Highly organized with exceptional attention to detail and brand consistency.
- Experienced in Microsoft Office Suite (Word, Excel, Powerpoint).
- Background in garment construction, including pattern-making, draping, sewing, and technical drawing.
- Expertise in social media strategy and content creation.

PROFESSIONAL EXPERIENCE:

Bowery Showroom / Design Director / Content Creation

May 2022 - Present

- Spearhead visual direction and layout for brand decks and marketing presentations using Figma.
- Collaborate closely with strategists and brand partners to turn concepts into polished, client-ready pitch decks.
- Design and maintain branded templates for campaigns, events, and strategic partnerships.
- Integrate AI-rendered assets into storytelling decks and social media campaigns, ensuring visual cohesion.
- Source imagery, mockups, and media that align with fashion and streetwear narratives.
- Coordinate with cross-functional creative and marketing teams to meet fast-paced deadlines.
- Partner with a range of well-known brands, including Ecco Unltd, eBay, Ed Hardy and more, to create visual assets and marketing content for experiential events.

Muse The Agency / Signed Talent (Content Creator)

October 2024 - Present

- Collaborate with a variety of brands on sponsored social media campaigns, contributing to both creative conceptualization and on-camera execution.
- Develop original content concepts aligned with brand messaging, ensuring high-quality visuals that resonate with target audiences.
- Work closely with creative teams and strategists to translate campaign goals into engaging, on-brand digital assets.

Mirror Palais / Production Assistant

December 2022 - June 2023

- Conducted quality checks at factories in the Garment District and document and mend any outstanding issues.
- Assisted with inventory management, including new lots and missing pieces from production.
- Coordinated with factories and graders regarding marker problems, proposing solutions to the Production Manager.

- Developed and implemented streamlined systems to facilitate smooth production operations.
- Consistently monitored fabric vendors and ensured that all factories have the necessary materials for production.
- Participated in the development-to-production handover meetings to discuss necessary production changes.
- Ensured timely updates of essential Bill of Materials (BOM) changes and notes on the software, Backbone PLM.

OHT NYC / Production

October 2021- October 2022

- Oversaw jewelry development and inventory management processes, ensuring efficiency and organization.
- Sourced high-quality materials and cultivated strong partnerships with Garment District vendors.
- Contributed to the creation of all jewelry styles, mastering the details of each design to enhance production and customer engagement.
- Designed visually compelling lookbooks, newsletters, and social media content, including TikTok advertisements.
- Streamlined inventory systems to optimize operational workflows.
- Conducted in-depth research to support the development of new jewelry collections.

Private Policy / Design Internship

June 2021- September 2021

- Produced graphics and digital 3D assets for FW21 collection and social media campaigns.
- Created imagery that was used in promotional decks and NYFW visuals.

DZ Group/DUFFY/ Fashion Design Internship

May 2019 - August 2019

- Created graphic assets for the Fall/Winter 2021 collection, including 3D visuals for social media marketing.
- Supported a womenswear collaboration through trend research, concept development, and technical flat sketches.
- Assisted with New York Fashion Week preparations, including event organization and asset uploads.