

FASHION DESIGN

BAGS & ACCESSORIES



李汶德

2024 ©

EXPERIENCE

FREELANCE ACCESSORIES DESIGNER & CREATIVE CONSULTANT

JANUARY 2024 - PRESENT

PROVIDING DESIGN AND CONSULTING SERVICES TO INTERNATIONAL EMERGING BRANDS, ESTABLISHING BRAND IDENTITY AND DEVELOP A STRATEGIC PRODUCT BRANDING PLAN. DESIGNING AND EXECUTING CREATIVE VISION.

LULULEMON ATHLETICA INC.

DESIGNER

SEPTEMBER 2022 - NOVEMBER 2023

JUNIOR DESIGNER

MARCH 2021- SEPTEMBER 2022

DESIGN ASSISTANT

SEPTEMBER 2019 - MARCH 2021

DISCOVERING A PASSION FOR BAGS AND SLGS, I AIDED THE ACCESSORIES DEPARTMENT IN BECOMING A ONE BILLION DOLLAR BUSINESS BY EXECUTING STRATEGIC FRANCHISE REFRESHES, NEW PRODUCT OPPORTUNITIES AND SEASONAL ITERATIONS OF TOP SELLING SHAPES. IN ADDITION TO THE MAIN PRODUCT LINE, I LEAD THE DESIGN OF CAPSULES WITHIN BRAND COLLABORATIONS AND CULTURAL HOLIDAY MOMENTS. I AM PROUD TO HAVE CONTRIBUTED TO THE TRIPLE DIGIT GROWTH OF THE BAGS BUSINESS IN THE PAST 4 YEARS.

RESPONSIBILITIES & SKILLS DEMONSTRATED

EXTENSIVE TREND AND MARKET RESEARCH PROVIDING STRONG VISION AND DIRECTION FOR BOTH CORE AND PREMIUM PRODUCT RANGES, DRIVING INNOVATION AND RESULTING IN BUSINESS GROWTH. EFFECTIVELY COMMUNICATED VISION VIA PRESENTATIONS WITH AN EMPHASIS ON STORYTELLING. STRATEGICALLY COLLECTIONISED AND PLANNED SEASONAL NEWNESS AND INNOVATION FROM AS EARLY AS THE RAW MATERIAL DEVELOPMENT STAGE.

IDENTIFIED GAPS IN TEAM WORKFLOW AND IMPROVED EFFICIENCY BY CREATING DIGITAL TOOLS TO TRACK TASKS, DELEGATE ASSIGNMENTS, AND SYSTEMATICALLY CATALOGUE SAMPLES.

UNIFIED THE VISUAL LANGUAGE OF PRESENTATION AND BRIEFING TEMPLATES.

MENTORED JUNIOR TEAM MEMBERS PROVIDING CLEAR DIRECTION, RECOGNITION AND FEEDBACK.

DEVELOPED INTERNSHIP PROGRAM PLAN AND MANAGED DAILY INTERN TASKS WITH WEEKLY 1:1s.

OAK + FORT

DESIGNER

JULY 2018 - APRIL 2019

JUNIOR DESIGNER

APRIL 2018 - JULY 2018

FOR 12 DELIVERIES A YEAR AND AN AVERAGE OF 10 STYLES PER DELIVERY, I DESIGNED AND DEVELOPED WOVEN AND KNIT DRESSES, JUMPSUITS, AND TOPS, EXECUTING THE COLLECTIVE CREATIVE VISION OF MYSELF AND BRAND LEADERSHIP FROM TECH PACK CREATION TO TOP SAMPLE.

RESPONSIBILITIES & SKILLS DEMONSTRATED

COLLATED TREND DIRECTION THROUGH RESEARCH, GARMENT REFERENCES AND VISUAL INSPIRATION IN LINE WITH THE OAK + FORT AESTHETIC.

COMMUNICATED WITH FAR EAST SUPPLIERS TO SOURCE RAW MATERIALS.

DEMONSTRATED A STRONG SENSE OF COLOUR BY REVIEWING AND APPROVING LAB DIPS FOR FABRICS AND TRIMS.

WORKED COLLABORATIVELY WITH TECHNICAL DESIGNERS TO IDENTIFY FIT, CONSTRUCTION AND WORKMANSHIP ISSUES.

MET WITH DESIGN, PRODUCTION AND BUYING TEAMS TO ANALYSE AND IMPLEMENT LEARNINGS FROM WEEKLY SALES DATA.

GENTLE FAWN

DESIGN ASSISTANT

SEPTEMBER 2017 - MARCH 2018

THIS TRANSITORY ROLE ALLOWED ME TO DEMONSTRATE MY TECHNICAL EXPERTISE WHILE GAINING FURTHER EXPOSURE TO CREATIVE PROCESSES.

INTERNATIONAL FASHIONS

TECHNICAL DESIGNER

JULY 2014 - DECEMBER 2016

I HONED MY TECHNICAL UNDERSTANDING AND INDUSTRY KNOW-HOW BY DEVELOPING WOVEN, CUT & SEW AND SWEATER KNIT PROGRAMS FOR THE IN-HOUSE BRAND.

RESPONSIBILITIES & SKILLS DEMONSTRATED

CREATED TECHNICAL SPECIFICATION PACKAGES WITH CADS, POINT OF MEASURES, BILL OF MATERIALS, AND CONSTRUCTION DETAILS USING REFERENCE SAMPLES.

WORKED WITH FAR EAST AND INDIAN SUPPLIERS TO SOURCE FABRIC, YARN AND TRIMS WHILST SUCCESSFULLY NEGOTIATING YARDAGE AND FOB PRICING.

REVIEWED AND OPTIMISED FIT WITH DESIGNERS THROUGH PROTOTYPE FITTINGS.

REVIEWED, TESTED, AND APPROVED LAB DIPS, STRIKEOFFS, KNITDOWNS AND BULK FABRIC YARDAGE.

CONTACT

+447771096143

LULU.WT.LEE@GMAIL.COM

WWW.LULULEE.DESIGN

ABOUT

CREATIVE AND DRIVEN DESIGNER WITH EXTENSIVE EXPERIENCE IN-HOUSE WITHIN THE GLOBAL PREMIUM BRAND SEGMENT. PROVEN ABILITY TO LEAD DESIGN INITIATIVES THAT DRIVE INNOVATION, BUILD BRAND EQUITY, AND CUSTOMER VALUE PROPOSITION. SKILLED IN DEVELOPING MOOD BOARDS, KEY SHAPES, AND COLOR PALETTES THAT ALIGN WITH BRAND STRATEGIES AND INDUSTRY STANDARDS. STRONG ATTENTION TO DETAIL, LEADERSHIP SKILLS, WITH A POSITIVE CAN-DO ATTITUDE AND A COMMITMENT TO DELIVERING EXCEPTIONAL RESULTS.

CAPABILITIES

ILLUSTRATOR

PHOTOSHOP

INDESIGN

LIGHTROOM

PROCREATE

WFX/MOMENTIS PDM/FLEXPLM

MICROSOFT OFFICE

MIRO

MAC/PC FLUENT