Bo Ram Houng

FASHION / APPAREL DESIGN

New York, NY

To design intoxicating fashion, that forecast future trends and design

Experience

Design Director / Sr. Designer --- Spense Blouse (soft wovens)

New York, NY
Mar 2016 - Nov 2018

HMS Productions LLC

*Owns the entire design process from initial inspiration to final prototype, and is fully responsible for
the entire product life-cycle including market trend research, inspiration, hand sketching, garment
specifications, fit, and ensuring that product is designed to meet target customer's fit criteria

*Creates and execute on the vision of the creative director, ensuring that the product is consistent with market trends in casual apparel, while maintaining the brand identity and overall business strategy.

*Strong knowledge and understanding of product and client, with a keen ability to make decisions and implement strategy based on new information and evolving trends.

*Provides direction for trends, color ways, prints, fabric, and trim direction selection.
*Builds strong relationships with the sales team to define seasonal framework and ensure that
creative ideas and business goals are aligned

*Possess strong knowledge of garment construction and conduct fit sessions to help solve all
problems that may occur during proto sample stage; responsible for final approval of sample fit to
ensure production-ready market samples

*Develop branding for additional lines

*Some overseas travel

Designer --- WTW knits & shapers

New York and Company

New York, NY
Sep 2014 - Mar 2016

RESPONSIBILITIES:

*Guided by the EVP Design, identify and develop key colors, fabrications, silhouettes and trims for development of the complete concept for the season and adapt it appropriately to the individual merchandise areas to which he or she is assigned.

*Partner with production, materials development, and sourcing to design merchandise that fits within the costing parameters and target customer profile of the brand strategy

*Ensure company objectives are met by helping create product that can drive sales and profitability in organization

*Develop strong partnerships with key business partners to ensure alignment (e.g., Merchandising, Technical Design)

*Support and participate in the onboarding process of new associates

*Nurtures talent from within and provides appropriate coaching, feedback and support to foster improved performance and individual growth.

*Continuously seeks new ways of understanding the business and develops self and direct report in order to better prepare for the next level.

*Foster a team environment in which information flows freely and decision making is based on a win-win philosophy; work towards desired outcomes by leveraging resources to achieve common organizational goals.

*Present line to merchants in sample form at Presentation and Buy Meeting

*Create designs based on merchants line plan and incorporate feedback for finalization

*Review the line plan with the merchants and agree on overall direction and content of the line for a season

*Develop customer intimacy by spending time in New York & Company stores

*Assist in the development of the complete concept for the season and adapt it appropriately to the individual merchandise areas to which he or she is assigned

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Design Director / Designer / Branding

Girls from Savoy

New York, NY
Aug 2012 - Present

*Design soft wovens (blouses,skirts, shorts, dresses),cut and sew knit styles (tops, skirts, dresses), jackets

*Research trends and key silhouettes

*Prepared tech packs for overseas construction

*Corresponded with agents about trims and garment construction

*Developed artwork and layouts for apparel use

*Create branding content for multiple lines

*Create digital content for website and blog

*Fit samples

*Travel

Casual Designer - soft wovens

Anthropologie

Philadelphia, PA
May 2006 - Aug 2012

*Design portion of the Soft line and casual soft wovens (blouses, skirt, dresses)

*Research trends and key silhouettes

*Prepared tech packs for overseas construction

*Corresponded with agents about trims and garment construction

*Has a vital part in training new hires

*Developed original artwork for branding and apparel use

*Oversea travel

Assistant Designer - B-line (menswear)

New York, NY
Oct 2005 - Apr 2006

Cote de France

*Create apparel and print design for the contemporary menswear line

*Prepared tech packs for overseas construction

*Corresponded with agents about trims and garment construction

*Prepared CAD presentation boards for salesman

*Spec garments

Design intern

London, UK
Jul 2004 - Sep 2004

FrostFrench

*Spec vintage garments

*Create pattern pieces for runway

*Construct samples for fittings

*Create artwork mocks for inspiration

*Create fashion illustrations & custom sample for UK Vogue

*Performed administrative duties

Design intern

London, UK
May 2004 - Jun 2004

Alexander McQueen

*Organized library for books/trim and samples

*Create pattern pieces

*Construct samples for fittings

*Worked closely with designers

*Created color stories by dying garments

*Performed administrative duties

Skills

Strong illustration and flat sketching skills (hand & digital)
Skilled in drafting and draping patterns
Knowledge of garment construction
Proficient with Adobe Photoshop and Illustrator, Web PDM,
Microsoft Office Suite
Detail oriented with exceptional organizational abilities
Strong time management and project skills
Skilled in developing prints in multi-media
Skilled in developing artwork and embroidery techniques
Woven and knit tops and bottoms construction
Fluent in Korean

Personal Strengths

Creative thinker with a sophisticated and discriminating color sense
Researched –based fashion trend knowledge and passionate trend developer
In tuned with the customer, able to present new ideas that will entice her back
Self motivated and engaged team member in all aspects of design
Detail-driven with a strong work ethic and respect for time management and processes
Flexible and adaptable in all situation and environments
Accountable for all roles and responsibilities
Excellent interpersonal and presentation skills

Education

BFA in Fashion Design, minor in Textile Design

Moore College of Art and Design

Philadelphia, PA
Sep 2001 - May 2005