Experience

SANDY LIANG – New York City
Womenswear Designer | Mar 2022 – February 2023

* Spearheaded trend and concept direction, driving the founder’s brand vision and identity across multiple categories
* Generated highly researched capsule apparel collections that merge subculture with vintage and historical dress
* Demonstrate leadership by training and managing an assistant, optimizing team workflow, development schedules, and overall design processes in a small team environment

FASHION INSTITUTE OF TECHNOLOGY – Seoul, SK
Adjunct Professor | Jun 2019 – August 2022

* Plan and execute undergraduate fashion design courses in concept development and Western costume history
* Mentor and motivate young design talent, guiding them towards their goals while challenging their creative limits

CONVERSE – Boston
Senior Women’s Apparel Designer | Mar 2016 – Jun 2019

* Drove revenue growth by creating commercially viable global women's outerwear, woven tops, and bottoms
* Led comprehensive trend and consumer research across style, color, print, materials, and fit, ensuring designs were on-trend and resonated with the target market
* Mentored and guided assistant and associate d­esigners, across multiple categories - nurturing their professional growth while enhancing design team cohesion

Materials Designer II | Jun 2014 – Mar 2016

* Orchestrated the global materialization process for heritage product ranges, including Jack Purcell and Chuck Taylor, emphasizing both functionality and consumer appeal
* Proactively initiate collaborations with vendors, ensuring adequate pricing strategies and delivery lead times for the creation of material toolkits
* Collaborated with cross functional partners to incorporate insights for market relevant product development

OPENING CEREMONY – New York City
Senior Women’s Apparel Designer | Aug 2008 – Jun 2014

* Transformed novel product constructions and surface applications into captivating runway and ready-to-wear apparel designs, reflecting an editorial aesthetic
* Designed across a range of women's categories, including embellishments, outerwear, woven, and cut & sew
* Curated compelling material, color, print/pattern, and embellishment stories, infusing a global inspiration into each collection for a distinctive textural expression
* Led international travel for trade shows, gathering inspiration, and conducting factory visits, influencing seasonal direction, and driving brand-right touch of hand

Profile

Experienced Design Director with a dynamic and visionary approach, demonstrated by leading creative teams and implementing innovative design strategies that yield successful outcomes.

Skilled in transforming market trends into commercially viable product designs, optimizing brand appeal, and achieving exceptional results, while fostering the growth of emerging design talent and prioritizing sustainability, tactility, and narrative in materials.

Education

Bachelor of Fine Arts,
Fashion Design

Parsons, The New School
New York, NY
Concentration on Materials

Master of Fine Arts,
Fashion Design

Fashion Institute of
Technology, SUNY
New York, NY
Thesis: Fashion for Zero Gravity

Skills

Adobe Illustrator, Photoshop, Premier Pro, InDesign, PLM, Blue Cherry, Microsoft Office, Excel, Word, ASW, PowerPoint, Grasshopper, CLO3d, Wilcom, Notion, Trello, Obisidian

Adaptable to new software and technology

References

Jewon Yu

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More references are available
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DEBORAH WON