

347-294-9391

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EDUCATION

School of Visual Arts

MPS Branding,
2020 - 2021, NY

Parsons School of Design

BFA Fashion Design,
2014 - 2017, NY

SKILLS

Fashion

Illustration & drawing
Flats and Technical packs
Pattern making/Draping
Color theory

Branding

Trend forecast
Business and branding strategies

Software

Adobe Illustrator, Photoshop,
Premiere, Lightroom,
Keynote, Excel.

Language

English, Mandarin

LEVY Group Inc, Assistant Designer(Design+Production) Design Intern

2018 - 2020, NY

2018, NY

Worked on the design and production of the SS and FW womenswear collection in brands: Laundry (White, Black Label), WHBM, CHICOS, SAGE, Antonio Melane.

- Created and updated with over 200 sketches and tech-packs according to head designer's hand sketches per season.
- Reviewed l/dips and production header approvals with over 300 fabrics and trims from the development stage per season.
- Prepared and maintained color standards for the design and production stages. Every week assisted the head designer with model fitting and was responsible for advising fit comments to the factories.
- Worked closely with the sales team on all production stages. Prepared production chart, line sheet, and presentation board for design team and market team meetings, also created swatch cards for the buyer's meetings.
- Coordinated buyer and photo samples for buyer's review.
- Organized the atelier, showroom, and samples, and maintained seasonal archives of styles, swatches for future development.

LANYU Studio, Design intern

2018, NY

- Assisted with the head designer & styling team for LANYU 's 2018 FW NYFW runway.

MI JONG LEE, Emmelle, Design intern

2017 - 2018, NY

- Assisted the head designer with all design aspects for its FW collection. Including created design sketches, corrected pattern making, trim sorting, and arranged the showroom.

Recent Project

Topple: Cryptocurrency reimagined - SVA Branding Thesis Make crypto clarity for people in need

2021

- Researched and designed mock ups of a platform that aimed to connect crypto solution with human problem for the marginalized people, with a series of activations including social movement campaign, landmark campaign, online and offline education and community experience.

Rebranding circular economy project w/ client Papacks

2021

- Examined and repositioned holistic innovation in circular economy environment for future with waste management corporate and DSNY(New York Department of Sanitation).

Strategy & market campaign w/ creative brief from client St. Jude Children's Research Hospital

2021

- Developed a strategy that positions St. Jude as a charity of choice for Gen Z and multicultural audiences. Personalize and unify the brand with Gen Z motivation, and activate through fundraising, social messaging advertising, virtual and social events that will inspire long-term support of the hospital. (all in mock ups)