

347-294-9391

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## EDUCATION

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### School of Visual Arts

MPS Branding,  
2020 - 2021, NY

### Parsons School of Design

BFA Fashion Design,  
2014 - 2017, NY

## SKILLS

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### Fashion

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

### Branding

Trend forecast  
Business and branding strategy

### Software

Adobe Illustrator, Photoshop,  
Premiere, Lightroom, Miro,  
G Suite, Keynote, Excel.

### Language

English, Mandarin

### St. Jude Children's Research Hospital, Brand Strategist | Masters in Branding Program

Jan - Apr. 2021, NY

- Developed strategy that positions client 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.

### PAPACKS, Brand Strategist | Masters in Branding Program

Jan - Apr. 2021, NY

- Examined and repositioned holistic innovation in the circular economy environment for the future with an audit of US audiences in terms of Waste management corporate and DSNY(New York Department of Sanitation).
- Provided critical audience insights with brand tools, conducted in-depth interviews, developed discussion guides and brand positioning.

### 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 and market team meetings, also created swatch cards and organized photo samples for the buyer's meetings.
- Organized the atelier, showroom, samples and maintained seasonal archives of styles, swatches for future development.

## Recent Project

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

2021

- Researched and designed a platform prototype that aimed to connect crypto solution with human problems for users, with a series of activations including social movement campaign, landmark campaign, online/offline education and community experience.
- Conducted brand audit of cryptocurrencies, distilled critical insights, and used them to develop brand positioning, manifesto, user experience and creative executions.

### Trend Forecast: The Modern Chinese Renaissance - SVA Branding

2021

- Examined and investigated a viral meme on Chinese social media, and created a video exploring the cultural, historical, and psychological aspects of what it is, why, and what does it tells the branding of China today.

### Rebranding Victoria's Secret: Sexy for ME - SVA Branding

2020

- A new brand campaign aimed at rebranding of the brand's uniqueness and reputation, which has been criticized by the public in recent years.