

ANDY YU

APPAREL DESIGNER & PRODUCT DESIGNER
www.yutaoan.com | andy-yu@live.cn | London, UK

EDUCATION

Rhode Island School of Design (RISD), Providence RI, 2015 - 2019
Bachelor of Fine Art Honors: Industrial Design Major - Apparel Design concentration
RISD European Honors Program: 2018 Fall Semester in Rome
Term Honors (GPA>4.5) Fall 2017, Spring 2018, Fall 2018, Spring 2019

HONORS

MUSE Design Award Fashion Design Rose Gold Winner 2019
Taiwan International Student Design Competition Finalist 2018
ETFashion Global Design Award Finalist Haute Couture Design 2018
James Dyson Award US National Winner 2017

PUBLICATIONS

KanKan News, April 13, 2021.
"Sustainable development FW 2021 MODE exhibition".
Architectural Digest India, June 29, 2019. Talawadekar, Vaishnavi.
"These ingenious home products are rewriting the rulebook for the handicapped".
AMP, December 7, 2018. Clothier, Mari.
"Changes to product design due to aging of baby boomers".
Quartz, September 12, 2017. Quito, Anne.
"The design superstars of the future will be designing for their grandparents".

WORK EXPERIENCE

Chief Designer

BranDNA, Shanghai China, 09/2021 - Present
Design 150+ SKUs collections according to the brand aesthetic, positioning, and fashion trends;
Direct overarching mood boards and inspirations with merchandising plan and market research;
Come up with seasonal concepts and sketches, develop tech packs according to assortment plan deliveries;
Oversee product development according to online and offline sales performance and feedback;
Follow up sample boards, proofing materials, prototypes, fitting, and other related technical work;
Sourcing fabrics, trims, popular elements and apply them to garment and collection design work;
Present in sales meetings, new product training, and workbook related materials.
* Assist with launching offline store / outlet / online retail: Products / Graphic / Visual merchandise / Marketing
* 2023 China International Import Expo CIIE: Product design / Booth design / Visual merchandise / Hosting
* 2023 Body Glove collaboration with Corona: Product design / Product development / Production
* 2022 7 For All Mankind "Denim Yoga" event with BYMB: Visual merchandise / Graphics / POP / Production
* 2022 Body Glove collaboration with Yeti Out: Product design / Product development / Production / Shooting
* 2022 BCBG runway show: Development / Production / Shooting / Packaging / Styling / Backstage
Associated brands: 7 For All Mankind, Body Glove, BRIC's, Porsche Design, BCBG

Chief Designer

KaneTop, Shanghai China, 09/2020 - 08/2021
Overall grasp of brands' style, merchandise, and visuals CI, VI, SI;
Deliver thorough product box with brand DNA and design aesthetics;
Achieve sustainable and ethical goals in terms of material and production;
Led a design team of 6 to complete seasonal collections and design projects;
Innovative process through digital libraries, 2D sketches and 3D simulated renderings;
Oversee production: garment construction, fabric, prints, embroidery, branding, finishes, trim, packaging;
Quick response to manufacture edits and product design from customers and supplier feedback;
Analyze trends and develop commercial styles, graphics, and 3D references for Group B customers.
* 2021 Fall Winter Shanghai Fashion Week: Collection design / Visual / Event planning / Marketing
* 2020 Supply Chain Conference: Product design / Graphics / Planning / Production / Marketing
Associated brands: Calvin Klein, Aritzia, Kappa

Footwear Designer

Glyph Shoe, San Francisco CA, 06/2019, 07/2021
Establish brand image through product development and collection design ;
Communicate with overseas factories on digital knit, outsole, and insole samples;
Design patterns using Pantone colors according to market research and customer feedback;
Create tech packs, BOM, and prints for building brand identity while achieving sustainable ethical goals.

Apparel Designer (Part-Time)

Amélie Wang, Shanghai China, 09/2020 - 11/2020
Provide hand-drawn illustrations and directions for the final collection;
Translate sketches, fabrics, trims, and finishes into digital BOM and tech packs;
Work with the atelier on creating hand-crafted custom looks with luxury fabrics.

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Curators' Assistant

RISD Museum: Costume and Textiles Department, Providence RI, 01/2018 - 06/2019
Help curator during exhibit presentations as well as photo documentation;
Assist with collection archives, exhibition preparation, and conservation of costumes and textiles.

Board Member

RISD Programming Board, Providence RI, 09/2018 - 06/2019
Manage events: leading members, planning, budgeting, contacting vendors.

Project Assistant

RISD Office of International Student Services, Providence RI, 02/2016 - 08/2018
Handle customer services, legal documents, promotional graphics, and additional assignments.

Branding and Merchandise Intern

WaterFire Providence, Providence RI, 05/2017 - 09/2017
Collaborate with vendors and creative team on product development: apparel and accessories;
Assist with commercial driven design proposals and merchandise plans;
Manage inventory, storage, and volunteers for art organization events.

Design and Production Intern

Headmaster, Providence RI, 03/2017 - 06/2017
Design graphic layout, brand logo, video content, and promotional materials for magazine publication.

SKILLS

Design

Apparel design, Fashion design, Garment construction, Product development, Pattern design, Textile, Print design, Silkscreen, Dye, Leatherwork, Embroidery, Tailoring, Sketching, Flats, Line sheets, Trend research, Bill of material, Prototype, Woodwork, Metalwork

Digital

Adobe Photoshop, Adobe Illustrator, Adobe InDesign (Proficient)
Digital fabrication: Laser cutter, 3D Printer, Digital Embroidery
CAD: Browzwear, Style 3D, Rhinoceros, Solidworks
Microsoft Office Suite: PowerPoint, Word, Excel
iWork Suite: Keynote, Pages, Numbers

Professional

Leadership, Management, Communication, Problem-solving, Data Analysis, Time management, Collaboration, Multitask, Teamwork, Budgeting

Languages

Mandarin Chinese (Native), English (Proficient), French (Beginner), Italian (Beginner)