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## SEAN LIM

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### Experience

#### **Design Director - Herve Leger by Max Azria, LA, CA**

**2014 - present**

- Managed the design team and the entire process including initial market research to concept creation to color story to sketching/ designing seasonal focus silhouette.
- Designed exquisite collections for New York Fashion Week. (now totaling fourteen NYFW shows);
- Oversaw technical designs of products from concept to factory, incl. fabric and trim selection, meeting and selecting vendors, etc.
- Attend all first fits in partnership with Technical Design for styling and aesthetic comments/input
- Prepare and present seasonal product reviews to Sr. management and merchant teams
- Work cross functionally with the Development and Color and Fabric teams to coordinate assortments for presentation through artwork print, fabric, silhouettes, outfit coordination and presentation boards.

#### **Senior Designer/ Designer - Herve Leger by Max Azria, LA, CA**

- Promoted to Senior Designer in 2012, taking charge of basic and runway collections.
- Created commercial designs and high-end runway styles that reflects the conceptual direction and business strategy of the company.
- Developed original techniques (Embellishments, bandage fabric manipulations according runway concepts)
- Drafted layouts for each styles for overseas factory development and communications.
- Created original prints and jacquard pattern ideas.
- Collaborated and followed-up on deliveries with vendors and key partners throughout the entire design process, incl. merchandising, preproduction, and product development.
- Travelled frequently to oversea factories to collaborate and monitor prototype samples for market and show.
- Travelled to New York twice a year for Fashion Week runway presentation.

#### **Senior Women's Designer at Velvet by Graham & Spencer, LA, CA**

**2007-2009**

- In charge of concept creation, techniques and silhouette from pro-type through production.
- Designed monthly deliveries of sportswear including bags.
- Attend all first fits in partnership with technical design for styling and aesthetic comments.
- Travelled to New York market twice a year.

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**Design Director at Peoples Liberation and William Rast, LA, CA  
2006-2007**

- Designed first collection of Men's and Women's Sportswear.
- Created concepts ,color and silhouette for seasonal collections.
- Managed entire design process from initial market research to mood board creation to sketching/ designing to delivering the end product.
- Managed, developed and educate direct reports.

**Designer / Senior designer (Sportswear / Woven) at Laundry by Shelli Segal,  
LA, CA  
2002-2006**

- Designed commercial designs for women's contemporary styles that reflects the conceptual direction and business strategy of the company.
- Developed concepts, tech/packs, drapes and embellishments.
- Attend all first fits in partnership with technical design for styling and aesthetic comments.

**Associate Designer (Knits / Sweaters / Kids) at J. Crew Group Inc., NYC, NY  
2000-2002**

- Assisted in design of the first J.Crew Kids line, including accessories.
- Assisted in design of women's Classic knits and sweaters.
- Researched and assisted creating seasonal color, concepts and presentation boards.
- Supported creative director with various duties as assigned and worked on the design of collection.

**Education**

- 1990 Induk Industrial College, Seoul, Korea - AA in Visual Communication Design
- 1997- 2000 attended Fashion Institute of Technology, NYC

**Qualifications**

Twenty years of experience in different aspects of the fashion industry that include:

- 14 New York Fashion Week runway shows.
- Talent to visualize, creat a line with original brand identity that fulfills a need in a current market.
- Full understanding of the design and manufacturing process.
- Extensive knowledge of patterns and garment construction.
- Leadership ability to motivate design team to deliver quality product.
- Flexibility to work as a project team member or independently.
- Inspirational leader who motivates teams to deliver and fosters collaborative, creative and strategic company culture.