

DAJEONG

Sustainable Fashion Designer-Maker

SKILLS

Exceptional Research Skills on Sustainability & Ethics
| Trend & market Analysis | Apparel Design | Product
Development | CLO 3D | Adobe Suite | Pattern making &
Draping | Strong Time Management | interpersonal skills |
Problem Solving | Adaptability

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Education

London College of Fashion
MA Fashion Futures
University Arts of London | 2023 - Present

Fashion Institute of Technology
Fashion Design / magna cum laude
The State University of New York | 2019 - 2021

HFIT Fashion School
Smart Apparel Design
Seoul, South Korea | 2014 - 2015

Segeuru Fashion Design High School
Fashion Design
Seoul, South Korea | 2012 - 2014

Qualification

Certification Of Completion Real
Circularity Academy
Real Circularity | 2023

Certification Of Completion Natural Dyeing
SUNY Korea | 2021

Fashion Stylist Qualification
South Korea | 2015

Graphic Technology Qualification
South Korea | 2014

Information Technology Qualification
South Korea | 2014

Achievement

Excellent Prize of Pre-Start Up
Korea Institute of Startup & Entrepreneurship
Development | 2021

Director of NDGC(FIT) × HYUNDAI Fashion show
SUNY KOREA | 2021

FIT Merit Scholarship
The State University of New York | 2019 - 2021

Avoki x K Runner-up prize
SUNY KOREA | 2021

KBS Scout Fashion Design Survival Contest Winner
South Korea | 2015

Experience

Real Circularity, London – Summer Intern

May 2023 - September 2023

- Promoted and participated in Real Circular Academy 2023.
- Researched sustainable fashion and the circular economy.
- Created graphic designs for the homepage & social media.

Crisis Charity Shop, London – Volunteer

May 2023 - June 2023

- Created attractive displays and promoted events.
- Processed stock, including sorting, steaming, pricing, and hanging donated items.

Baukjen, London – Assistant Designer

January 2022 - November 2022

- Coordinated with the Product Development team for new styles.
- Conducted market, trend & sustainable fashion innovation research.
- Created tech packs, layouts, prints, and designs using Adobe Creative Suite & CLO 3D.
- Sourced eco-friendly materials & managed Lab Dips and Strike-offs.
- Assisted in lookbook shooting and fit meetings.

Shinwon, Remote Work – Trend Researcher

November 2021 - July 2022

- Conducted fashion market research in London for SS23 & AW23.
- Analysed trends, sustainable innovation materials, and promotions.

Mandarina Duck, Seoul – Design Intern

July 2021 - October 2021

- Provided support for the development of a sustainable travel wear line, including trend, market, and material research.
- Created CADs, techpack, and QC samples.
- Participated in fittings and SS22 internal product shows.

Fragiled, Seoul – Marketing Intern

September 2020 - December 2020

- Researched E-commerce and sustainable fashion.
- Supported marketing campaign planning and execution.
- Created SNS contents & communicated with customers.

Ominous.Ai, Seoul – Fashion Labeller

September 2019 - January 2021

- Analysed fashion images to develop fashion AI.

Kanzi, Sydney – Online Merchandiser

March 2019 - August 2019

- Researched and predicted fashion trends.
- Managed retail outlets, online websites and social media.
- Directed fashion lookbook styling, shooting and promotions.

Brit Wacher, Toronto – Design Intern

December 2017 - October 2018

- Assisted in pattern making and cutting for SS19 & created samples.
- Researched sustainable fabrics and trims.

Canada Goose, Toronto – Assistant Technical Designer

June 2017 - June 2018

- Contributed to the creation of various types of samples.
- Assisted with updating specs & construction call-outs in tech packs.

KS Company, Seoul & Tokyo – Junior Fashion Designer

April 2016 - April 2017

- Worked with the design team between Korea and Japan.
- Designed women's wear and created tech packs.
- Contributed to successful production by ensuring garment fit.
- Conducted fashion trend research and technical development.

General Idea, Seoul – Design Intern

September 2014 - December 2014

- Conducted fashion trends and market research.
- Worked closely with the product development team and mills.
- Completed clothing inventory and handled administrative tasks.