

FASHION DESIGN

BAGS & ACCESSORIES



李文德

2024 ©

**CONTACT**

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**EDUCATION**

KWANTLEN POLYTECHNIC UNIVERSITY  
2010-2014  
BACHELOR OF DESIGN, FASHION AND TECHNOLOGY

SHIH CHIEN UNIVERSITY  
FEBRUARY 2013 - JUNE 2013  
FASHION DESIGN EXCHANGE  
TAIPEI, TAIWAN

**CAPABILITIES**

ILLUSTRATOR  
PHOTOSHOP  
INDESIGN  
PROCREATE  
WFX/MOMENTIS PDM/FLEXPLM  
MICROSOFT OFFICE  
MAC/PC FLUENT

**EXPERIENCE**

**LULULEMON ATHLETICA INC.**

DESIGNER SEPTEMBER 2022 - NOVEMBER 2023  
JUNIOR DESIGNER MARCH 2021- SEPTEMBER 2022  
DESIGN ASSISTANT SEPTEMBER 2019 - MARCH 2021

I TRANSITIONED TO A NEW PRODUCT CLASS TO GROW WITHIN ACCESSORIES DESIGN AND DISCOVERED A PASSION FOR BAGS AND SLGS. IN ADDITION TO MY CORE RESPONSIBILITIES, I HAD THE OPPORTUNITY TO WORK ON SPECIAL PROJECTS, COLLABORATIONS AND TEAM CANADA DURING MY TIME AT LULULEMON. I AM PROUD TO HAVE SUPPORTED THE TRIPLE DIGIT GROWTH OF THE BAGS BUSINESS IN THE PAST 3 YEARS.

**RESPONSIBILITIES**

TREND AND MARKET RESEARCH  
COMMUNICATING DESIGN VISION THROUGH  
HAND SKETCHES AND PRESENTATIONS  
DESIGNING FOR MAINLINE AND SPECIAL  
PROJECTS  
FITTING AND IDENTIFYING DESIGN SOLUTIONS  
RAW MATERIAL BRIEFING INCLUDING FABRICS  
AND HARDWARE

**SKILLS LEARNED**

PROJECT MANAGEMENT & LEADERSHIP  
STORYTELLING AND COLLECTIONISING  
BUILDING CORE FRANCHISES  
DRIVING INNOVATION AND NEWNESS  
CREATING EMOTIONALLY CAPTIVATING  
PRODUCT  
COLLABORATION WITH CROSS-FUNCTIONAL  
PARTNERS

**OAK + FORT**

DESIGNER JULY 2018 - APRIL 2019  
JUNIOR DESIGNER APRIL 2018 - JULY 2018

I DESIGNED AND DEVELOPED AN AVERAGE OF 10 STYLES PER DELIVERY FOR A TOTAL OF 12 DELIVERIES A YEAR THROUGH ALL STAGES OF DEVELOPMENT.

**RESPONSIBILITIES**

SPEC PASS  
FITTING & SAMPLE REQUESTS  
TECH PACK CREATION & UPDATES  
RESEARCH MARKET TRENDS  
TRIM & LINING SOURCING  
MANAGING DEPARTMENTAL DEADLINES

**SKILLS LEARNED**

ANALYZING SALES DATA  
IDENTIFYING ON-BRAND DESIGN REFERENCES  
GARMENT CONSTRUCTION AND FIT  
TECHNIQUES  
IDENTIFYING FIT AND WORKMANSHIP ISSUES  
LEADERSHIP

**INTERNATIONAL FASHIONS**

TECHNICAL DESIGNER JULY 2014 - DECEMBER 2016

I WORKED CLOSELY WITH THE DESIGNER TO DEVELOP WOMENSWEAR PROGRAMS FROM STYLE ADOPTION TO SMS STAGE FOR THEIR IN-HOUSE BRAND, PRESS.

**RESPONSIBILITIES**

TECH PACK CREATION  
PROTO FITTING & SAMPLE REQUESTS  
COMMUNICATION WITH OVERSEAS SUPPLIERS  
FOB COSTING  
FABRIC, YARN, TRIM SOURCING  
LAB DIP & BULK FABRIC APPROVALS  
GRAPHIC DEVELOPMENT  
RESEARCH & DESIGN

**SKILLS LEARNED**

TEAMWORK & COLLABORATION  
PRICING NEGOTIATION  
STRONG UNDERSTANDING OF APPAREL  
DEVELOPMENT PROCESS  
VERBAL & WRITTEN COMMUNICATION SKILLS  
FABRIC & YARN SPECIFICATIONS  
CAD ILLUSTRATION