

YIWEI XU

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EDUCATION

Master of Design in Fashion, Body and Garment, 2009 - 2011

MFA fellowship recipient, School of the Art Institute of Chicago (SAIC), Chicago, IL

Bachelor of Fine Art in Fashion and Textile Design, 2004 - 2008

First-class honours degree, Academy of Art and Design, Tsinghua University, Beijing, China

EXPERIENCE

Freelance Designer, Haddad Brands, New York, April 2012 - Current

- Line builder for Converse Girl and Nike Action (now Nike SB), which became best selling lines of Fall '13
- Accurately predicted color and trend and set design direction for Converse Spring '14
- Designed 60 new styles for Spring '14, 80% of which were approved for production
- Developed visual sample tracking catalogue, enabling real-time updates and reducing time to pre-production by 50%
- Created visual cheat sheet with style, fabric and trim information that was highly leveraged by sales and marketing

Co-Founder / Designer, Y +, Shanghai / New York, Sep 2011 - April 2012

- Co-founder and head designer of Y +, contemporary women's wear brand combining modern sophistication, timeless style, and fashionable ready to wear
- Developed original sketches, sourced fabric and trims in NYC, and supervised production in Shanghai
- Oversaw advertising and marketing, developed e-commerce channel, and generated peak monthly sales of \$1m RMB

Print Design Freelancer / Woven Design Intern, Michael Kors, New York, Aug 2011 - Dec 2011

- Worked directly with Creative Director, developing the big hit watercolor leopard printed for MMK Fall '12 collection
- Recapped fashion week, researched color and trend, presented to Creative Director, and set design direction for MMK Fall '12
- Created and maintained sketch library and set foundation for design prototyping across all MMK teams

Cut & Sew Knit Design / Production Intern, Anna Sui, New York, May 2010 - Sep 2010

- Created visual searchable stock trim and embroidery library, streamlining creative process for Anna Sui Knit design team and pricing process for marketing team
- Created and updated detailed records of all inspirational samples and previous seasons' production

Designer, Children's Wear, Marmellata, Shanghai, China, June 2007 - July 2009

- Rebranded Marmellata by introducing new categories and upscale fabrics and trims, enabling Marmellata to break into same retail space as Armani, Jacadi, and Catimini Children's Wear across major department stores in Tier 1 cities
- Redesigned brand defining dresses using company's fabric and trim development capability and revised VI and VM
- Supervised sample making and solved production issue on-site

PROJECTS

Beijing Olympics – Award Ceremony Design Clothing “The Blue & White Porcelain”

- Key member of design team; provided research, concept and original sketches
- “Blue & White Porcelain” used at award ceremony of National Aquatics Center Water Cube during Beijing Olympic Games

Joffrey Ballet Chicago – Costume Design “You Complete Me”

- Collaborated with Nick Cave to design costume for Duet Dance Performance at Auditorium Theater in Chicago

FASHION SHOWS & EXHIBITIONS

Embrace Magazine Gala, Wyndham Hotel, New York, NY

Y + Fall '13 Presentation, Empire Hotel, '12 S/S New York Fashion Week, New York, NY

Revolve: Night of Fashion and Charity, The Drake Hotel, Chicago, IL

Face to Face, 798 D-Park Design Factory, '08 F/W China Fashion Week, Beijing

NON-SLEF, Solo Exhibition of Wearable Art, Aike Dellacro, Shanghai, China

Where is Where, Group Exhibition, Space Contemporary, Los Angeles, CA

SKILLS & OTHER INFORMATION

Software Proficiency: Adobe Photoshop, Illustrator, Bridge, InDesign, Web PDM

Fabrication Skills: Pattern making, industry standard measuring, industrial sewing, hand dyeing, screen printing

Languages: Chinese - Native / English - Fluent / French - Intermediate Reading