



Hei Wong

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## Education

### BA (HONS) Fashion and Textiles | Knitwear Design & Technology

The Hong Kong Polytechnic University  
09/2017-2019

### Short Course Programme in Create a Fashion Portfolio - Intermediate

Central Saint Martins, London UK  
07/2018-08/2018

### Higher Diploma in Fashion and Clothing

The Hong Kong Polytechnic University  
09/2015-2017

## Scholarship and Awards

- The Best Use of Australian Merino Wool Award at the PolyU Fashion Show 2019-  
Australia Study Tour Scholarship  
(Sponsored by The Woolmark Company)
- Fenix Group Holdings Limited Knitwear  
Travelling Scholarship 2017/18 - London, UK

## Experiences

- The finalist of Young Knitwear Designers' Contest 2024
- Participant of "Eco-Possibilities" Exhibition in A/W 2024 Shenzhen fashion week
- Display outfits in fashion show in A/W 2024 Shenzhen fashion week
- Exhibitor of Pitti Bimbo 90 in Florence
- Exhibitor of Playtime Paris 2020
- Participant of 大灣區服裝設計聯合展示秀 Fashion Rally 2019 held by Fashion Farm Foundation in Sheng Zheng
- Shortlisted for DFA HKYDTA 2019 First Round Judging
- Participant of PolyU Knitwear Exhibition 2019 in K11 Art Mall
- The finalist of PolyU Fashion Show 2019

I am a creative, hard-working and resilient person who is not afraid of challenges and always ready to do her best.

I strive to recreate fashion with my own modern, youthful, fun yet strong fashion aesthetic.

## Employment

### MGF Sourcing Ltd. | Assistant Fashion Designer

07/2021- Present

- Organize and maintain of womenswear, menswear sweater and intimate design development- ranging from artwork, trims, initial development, size specification, virtual sample capsule collection and presentation mood board, etc.  
(Clients in US Market: Stitch Fix, Talbots, Express, Maurices, LOFT, L&G, BELK, Lane Bryant, Torrid, Spanx)
- Conduct Market Intelligence to clients by performing data analysis including trends, competitor and customer monitoring.
- Work closely with merchandising team and vendors to facilitate development process and interacted with suppliers and yarn team for yarns' and trim sourcing.
- Prepare appropriate materials for design presentations such as decorating showroom and support manager.

### South Asia Knitting Fty Ltd. | Assistant Fashion Designer

10/2019-07/2021

- Stay up-to-date with current market trends by conducting marketing research and trend analysis;
- Design and create tech packs for in-house collection and tailormade sweater designs for clients in the American and Japanese market (Clients: Tommy Hilfiger, Calvin Klein, DKNY, Ann Taylor, Uniqlo, Lands' End, Old Navy, Amazon, Nordstrom, Aritzia, Talbots etc.);
- Create virtual 3D CADs for in-house and tailormade designs, as well as meeting clients' requirements;
- Prepare appropriate materials for design presentations and present ideas to the clients.
- Work closely with sales and production team to ensure production standards are met and cost of samples are controlled.

### Crescendo Apparel Limited | Freelance Kidswear Designer

07/2019- 12/2020

- Participate in trade shows worldwide; Pitti Bimbo 90 in Florence and Playtime Paris 2020;

- Responsible for seasonal kidswear collection from developing theme, tech packs, materials sourcing and monitoring production;
- Graphic design of marketing communication and promotion materials, including lookbook and print ads;
- Styling duties in photo shooting.

### InspiringHK Sports Foundation | Office Part-time Programme Assistant











07/2019-10/2019

- Graphic design of NGO marketing materials including flyers, posters, leaflets and banners.

### COVO Knitters Ltd. | Knitwear Design Internship

11/2017-12/2018

#### Skills

Shima Seiki APEX	 ○	Shima Seiki PGM	 ○ ○ ○
Adobe Photoshop	 ○	Adobe Illustrator	 ○
Adobe Indesign	 ○ ○	Adobe Lightroom	 ○ ○ ○
Microsoft Powerpoint	 ○	Microsoft Word	 ○
Microsoft Excel	 ○ ○ ○	CLO	 ○ ○ ○ ○