

Echo He

Product Development | Fashion Design

About

Skilled product developer and designer with a passion for innovation. Excels in conceptualizing product lines, team collaboration, and crafting technical packages. Strong in analysis, communication, task management, and adaptability.

Experience

Market Operations Intern WonderlandByLilian(2023)

Based in San Francisco

- Managed e-commerce front-end operations in partnership with marketing, analyzing product priorities and sales trends to enhance the online presence of high-demand products.
- Collaborated with data analysts to collect product name data, conducted analysis to identify the most frequently searched terms, and summarized high-frequency keywords.

Projects

Urban Elegance: Summer Whisper (AAU)

Stylish and comfortable virtual summer collection for young women.

- Worked in CLO3D to construct rendered virtual garments from pattern to complete.
- Created a presentation to showcase my process and provide sizing, material, and construction details of the garments.

Gender-Neutral Yoga for Nike (AAU)

- Conducted research on Nike, the current market, and competitors to find voids in the products offered that I could fill with the reband.
- Created mood-boards, preliminary sketches, technical flats, and 3D renderings.

Award

Hong Kong Digital Art Design Competition, Third Prize(2023)

Contact

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Portfolio
<https://echohepd.com>

Education

BFA Fashion Product Development

Academy of Art University, San Francisco, California (2024)

Key Skill

Fashion

- Fashion Illustration
- Technical Drawing
- Garment Construction
- Trend Research
- Tech Pack Creation

Tools

- Illustrator
- Photoshop
- InDesign
- PLM
- CLO3D
- Microsoft Office

Languages

- English
- Chinese

Interpersonal

- Big Picture Oriented
- Strong Communication
- Quick Learner
- Teamwork / Independent
- Time management