

# Hello,

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# I'm Winona So

Fashion Accessories Designer

I find joy in simple things. I enjoy exploring new places, new cultures, baking, hiking, skiing. I'm also an earrings lover.

## WORK EXPERIENCE

**Trenditions (Hurst, TX)**  
Accessories Designer 03/15/2021 - Now

Designed accessories including ladies bags, caps, jewelries and both ladies and kids belts for license brand and own brand. Responsible for the trend/ market research, line plan, design, tech pack, communicating with factories, production specs, to show-room set up of those 4 main categories that I own. Also design and create E-blast and social media post for the company.

**Chelles Macarons (Plano, TX)**  
Content Creator 11/16/2020 - Now

Create social media and ads content, design special giftboxes , notecard for holidays and managing the account for Chelles Macarons.

**Fossil Group (Dallas, TX)**  
Assistant Watch designer 01/14/2019 - 07/ 10/ 2020  
Worked on Fossil Brand Women's watch. Designed for Spring, Summer, Fall 2020. Conceptualized, designed, and proposed ideas for each season and special projects. Mentor interns when needed, teach them illustrator and PLM system.

**Centric Brands Inc. (New York, NY)**  
Assistant Handbag designer 11/30/2018 - 01/06/2019

Learned about handbag industry. Assembled trend research, concept boards and materials research. Modify and create design new style and specs for upcoming seasons for client.

**Coach (New York, NY)**  
Accessories Design Apprentice 05/09/2018 - 11/22/2018

Handmade jewelries for look-book photoshoot and 1941 fashion show. Assembled concept boards and materials research, developed design concepts, modify and create CADs and specs for upcoming seasons.

**Fossil Group (Dallas, TX)**  
Fossil Women's Jewelry Intern 09/05/2017 - 12/22/2017

Worked with jewelry design team, developed designs and color ways for different seasons , trend research for upcoming season, and worked on individual intern project of sunglasses.

**Global Brands Group (New York City, NY)**  
Jewelry design Co-op 01/09/2017 - 04/28/2017

Supported jewelry design team and worked with licensed brands (BCBGeneration /Dear Drew). Designed three capsule collections, concept sketching, trend research, trends shopping , created tech packs, involved in clients presentations , selected materials for jewelries manufacturing.

## SKILLS

Illustrator/ Indesign/ Photoshop



Solidworks/ Keyshot



Brand/ Design/ Trend Research



Sketching



Work in fast paced



Fast learner



Microsoft : PPT / Word/ Excel



PLM/ Tech packs / BOM



Social Media content create



Graphic Design



Photography



Video Editing



English/ Chinese (Madarin/ Cantonese)



## EDUCATION

**University of Cincinnati (OH)**

College of Design Art Architecture and Planning School  
Bachelor of Design- Industrial Design  
2013- 2018

**South Puget Sound Community College (WA)**

Associate of Arts degree  
2011-2013

## ACTIVITIES & AWARDS

IDSA Silver 2018

IDSA (2013 - current )

Exchange Program (2014)  
International Design Seminar- Germany and Italy

Hong Kong Jewellery & Jade Manufacturers Association  
Champion,5th Joint School Jewellery Design Competition  
2010-2011