LIWEI ZHANG

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DETAILS

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SKILLS

- Microsoft Office Word
- Microsoft PowerPoint
- Microsoft Excel
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

LANGUAGES

- Chinese Mandarin
- English
- Chinese Cantonese
- Japanese
- French

PROFESSIONAL SUMMARY

Dynamic fashion professional with over a year of experience in design and trend analysis, driving impactful solutions that align with brand objectives. Expertise in market research and competitor analysis facilitates informed design decisions that resonate with target audiences. A strong command of digital design tools enhances brand visibility through effective social media engagement. Specializing in contemporary menswear, Integrating innovative design concepts with market-driven functionality, ensuring a balance between aesthetic sophistication and commercial viability.

EDUCATION

BA (Hons) Fashion Design Technology: Menswear, London College of Fashion, London
September 2022 — July 2025

International Preparation for Fashion (Certificate in Higher Education), London College of Fashion, London
September 2021 — July 2022

BA Fashion Design, Auckland University of Technology, Auckland
January 2021 — September 2021

High School, St Mary's College, Auckland
February 2017 — December 2020

WORK EXPERIENCE

Intern at Monad London, London
April 2024 — July 2024

- Analyzed market trends and competitor designs to provide insights for design strategies.
- Researched target demographics to inform design decisions and align with brand objectives.
- Designed and made patterns and samples, ensuring precision and creative alignment.

Designer Assistant at A Dark Secret, London
December 2023 — Present

- Researched and analyzed fashion trends to guide design development and meet product requirements.
- Assisted in selecting and procuring fabrics and accessories, ensuring quality and suitability.
- Coordinated with factories to ensure production aligned with design specifications.
- Contributed to sample creation and refinement, maintaining consistency with the design vision.
- Managed social media and websites to strengthen brand presence and engagement.

- Showcased original designs at Auckland Fashion Week, demonstrating creativity and professionalism on an international platform.
- Designed uniforms for "Songjianhu International School," combining functionality with aesthetic appeal to align with the institution's branding.