

Xinyang Li

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EDUCATIONAL BACKGROUND



University of the Arts London
Textile Design Master

2021-09 to 2023-12

Main research on the development of sustainable materials.
Graduation work shortlisted for the London Design Festival.



Beijing Institute of Fashion Technology
Marketing Management Bachelor

2017-09 to 2020-07

Distinction. Core Courses: Marketing, Management, Economic Law, Luxury Brand Management, Luxury Retail Management, Apparel Market Research, etc.



Beijing Institute of Fashion Technology
Textile Design Bachelor

2016-09 to 2020-07

Distinction. GPA: 3.65/5. Ranked in the top 5 in the university for the major.

Core Courses: Professional Pattern Training, Fabric Recycling Design and Application, Textile Pattern and Colour Training, Fashion Fabric Design, etc. Activities and societies: Orchestra, Debate Team, Model United Nations

WORK EXPERIENCE

Rituals

London, UK

Sales Advisor

2023-07 to present

- Working as a salesperson in a Rituals shop in London, proactively interacting with customers from all over the world, responsible for presenting and selling the company's products to them.
- Understanding their needs and providing professional product presentation and advice, maintaining good customer relationships. Provide excellent after-sales service to increase customer loyalty and repurchase rate.
- Participate in in-store displays and promotions to enhance product presentation and sales, fulfil sales targets, and contribute to the company's performance, having been the store's highest sales for the day on several occasions.

Easy Transfer

London, UK

London Regional Marketing Intern

2022-07 to 2023-08

- Responsible for the promotion of the Easy Transfer brand in London, successfully building brand connections with multiple schools and increasing brand awareness and reputation.
- Increase user awareness and traffic through channels such as social media and WeChat communities and follow up on conversion of user traffic.
- Successfully launched a number of brand campaigns, and coordinated and managed the team to ensure smooth workflow and planning.
- Answered a large number of questions related to the study abroad phase and provided quality advice and services to users, gaining their trust and praise.

Maryma Haute Couture Co, Ltd

Beijing, China

Design Assistant

2018-12 to 2019-06

- **Pattern design & Craftsmanship:** Involved in the pattern design of Maryma 2019 Yunxiu-Tea Horse Ancient Road Haute Couture Customized Show and learned manual skills, such as embroidery, weaving, buckles, etc.
- **Business Cooperation and Process Arrangement:** Assist the boss in business negotiations between different companies to promote the company's brand and show plans, negotiate with the publicity and staging design companies to ensure the success of the brand's campaigns.
- **Interpreter and receptionist:** In charge of receiving foreign embassies, inviting foreign guests to the show, and serving as an interpreter for foreign models on the pre-show stage.

Ra's Friend

Beijing, China

Sales Assistant

2017-12 to 2018-05

- Sell a wide range of products in the multi-brand store, including clothing, jewellery, living goods, etc., and learn about the culture and history of each brand.
- Proactively communicate with customers to understand their needs and provide professional product introduction and advice, introduce clothing and jewellery that meet customers' preferences and characteristics, and recommend appropriate matches.
- Participated in the shop's display design and promotional activities, which effectively enhanced product presentation and sales.

Created the performance of individual daily sales of 2000 RMB, while the average daily sales of the store were 1200 RMB, which was 16% above the average. Successfully developed a loyal customer base that is highly committed to the company's brand and products. Learned lots of niche fashionable brands, as well as made acquaintance with some predecessors in the

EXTRACURRICULAR

2022 Beijing Olympics Winter Games Volunteer Clothing Pattern Design

2018-12 to 2020-06

- **Pattern Design:** Researched and designed the pattern that would fit the character tics of the Winter Olympics, considering the colour match and how to reflect Chinese elements, using a combination of hand-drawn and computer graphics.
- **Teamwork:** Seven-person team on the combination of clothing pattern design and new clothing materials for inspiration and design cooperation, a total of four large-scale meetings, the main content of the analysis of the previous Winter Olympic Games patterns and tell the source of personal pattern inspiration, etc.

SEATOSKY Brand in Beijing Longhu Shopping Mall—Display Design

2019-04 to 2019-05

- **Teamwork:** Work closely with the brand side team, using creativity and expertise to develop multiple display design solutions, and discuss and improve them with team members. During the display execution stage, communicate and guide shops and shopping malls to ensure that the display results meet expectations and are recognised.
- **Colour Matching:** Understand the brand positioning and style requirements to ensure the design is in line with the brand image, consider seasonal characteristics and product features, and adjust the display layout and lighting effects to attract customers and enhance sales.

Beijing Dayu Middle School and BIFT Co-organized Silk Scarf Pattern Drawing Project

2018-11to 2019-01

- **Expression Skills:** Talking about the requirements of the project and the ideas for drawing different themes, explaining to the students our ideas and suggestions for the theme.
- **Organizational Planning:** Lead the three grades in drawing their pieces of artwork, and organizing the revision, collaboration, and production of the finished product. And eventually, participate in the catwalk scene.

Awards & Activities

Graduation work shortlisted for London Design Festival	2023
Invited to Fashion Scout's Spring/Summer 2024 Fashion Show during graduate school.	2023
The Finalist Award in 2019 “Haining House Textiles Cup” (national level)	2019
The Finalist Award in the 3rd “Zhenze Silk Cup”, awarded by China Home Textile Association (national level)	2019
The Third-class scholarship awarded by Beijing Institute of Fashion Technology (school level)	2019
The Outstanding Youth League cadre of the school (school level)	2019
The Third-class scholarship awarded by Beijing Institute of Fashion Technology (school level)	2018
The champion of different debate competitions in the school for 3 consecutive years (school level)	2017-2019
The Second-class scholarship awarded by the Beijing Institute of Fashion Technology (school level)	2017
The Excellent Award in the speech competition held by the school (school level)	2017
The first prize in the school-level tie-dye competition	2016

SKILLS

Language: Mandarin (First Language), English (Intermediate)

Software Use: Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Powerpoint, Word, Excel

Interests: Flute, Painting, Swimming, Badminton