



CHRISTY LIN

CONTACT DETAILS

Telephone: +1 775 750 8138

Email: christyoftrees@gmail.com

Socials: @christyoftrees

EXECUTIVE PROFILE

I am a Right Brain Thinker and a Left Brain Doer, ready to solve all of your development and production problems efficiently and creatively. I am incredibly passionate about my work whether that is implementing sustainable practices into a legacy brand, injecting new product categories to help scale an established business, or even starting and launching a brand from scratch. I am well known for being meticulously organized in my spaces as well as with my time and often get complimented on how well I handle any situation that comes my way through continuous research, innovative development, and meaningful relationships with change makers in the industry. I am also a big believer in collaboration and feedback and look forward to engaging and contributing all that I can with the goal of growing your business to its fullest potential.

EMPLOYMENT HISTORY

Freelance, 2019 - present

PRODUCT DESIGN AND DEVELOPMENT CONSULTANT

- Researched and developed new product categories for established brands like Johnny Was - categories include Home, Beach Accessories, and Pet
- Designed, developed, and produced a 14 piece menswear collection for LeBron James including sustainable wovens and luxury basics
- Developed and produced multiple brand collaborations for Oprah's Favorite Things including a sustainable jumpsuit and every day denim pants
- Provided graphic design for prints across various knit and woven fabrics as well as a variety of hard goods
- Created technical specifications and feedback for everything from apparel fit to product testing
- Sourced and developed both domestically and globally for sustainable and innovative fabrics, trims, and processes
- Helped negotiate costing for raw materials and production in order to maximize resale margins for my clients
- Regularly visited showrooms and factories to provide first hand quality control and compliance reviews
- Coordinated all levels of sampling and production to ensure client feedback was followed through
- Maintained time and action for development schedules as long as 18 months and as short as 4 months
- Coordinated production, QC, and logistics for product lines ranging from 200 pcs to 10,000 pcs
- Liaised with testing firms like SGS and BV to make sure all necessary tests and quality standards are met by every material or product
- Attended tradeshow to establish and nurture long standing relationships with factories and showrooms for all stages of development and production
- Maintain working knowledge of all certifications and regulations including those geared towards sustainability and ethics

Johnny Was, 2017 - 2019

NEW CATEGORY PRODUCT DEVELOPER

- Successfully developed and launched 4 new product categories including sustainable basics, luxury sweaters, Italian leather handbags, and printed lounge wear from Peru
- Increased the company's direct to retail offerings by 40% and wholesale catalog by 25%
- Leveraged cross functional relationships in various sectors in order to design product that maintained the established brand aesthetic while enticing new customers as part of the company's scaling brick and mortar strategy
- Created technical specifications and packages as well as coordinated sampling on all levels for all products under my purview
- Attended tradeshow to source new avenues for development and sourcing
- Visited showrooms and factories to help establish quality assurance procedures and provide first hand compliance reviews
- Negotiated costing on behalf of the company to maximize both direct to retail and wholesale margins
- Maintained time and action for all individual products in my purview from concept to merchandising to delivery
- Provided regular work in progress and costing reports to executive board to help coordinate marketing strategy and product roll out
- Worked directly with production managers and logistics to ensure products were shipped and received with minimal delays
- Coordinated with warehouse team, QC, and executive team to approve final product before store distribution



CHRISTY LIN

CORE STRENGTHS

- Product Research and Development
- Raw Materials Development
- Global Sourcing
- Technical Specs and Packaging
- Time and Action Planning
- Overseas Communication
- Sample Development and Tracking
- Supply Chain Management
- Product Lifecycle Management
- Market Analysis and Reporting
- Factory Compliance Audits
- Logistics and Customs
- Trade Show Coordination
- Marketing Strategy
- Merchandising Strategy
- Product Styling
- Editorial Styling

REFERENCES

Karin Kazakian

Director of Production - Johnny Was
Telephone: +1 323 401 5210
Email: karin@johnnywas.com

Dana Weinstein

Owner - Vector Apparel Projects
Telephone: +1 310 383 3414
Email: dana@vectorla.com

EMPLOYMENT HISTORY

Allegro, a Division of Conair, 2017 - 2017

PRESTIGE ACCOUNT MARKETING COORDINATOR

- Maintained time and action planograms for Prestige Accounts including Ulta and Nordstrom Rack which delivered monthly
- Coordinated all development aspects of Ulta's first influencer led product collaboration (Dulce Candy cosmetic accessories)
- Set up and organized showroom for Prestige Client visits as well as samples for specific deliveries and projects
- Worked with in house sampling team to create proto samples of products to be reviewed and then sent overseas for production
- Provided weekly reporting on all individual products and costing for both management and clients to track delivery progress
- Attended all meetings with design and Prestige Clients to coordinate feedback and any development decisions

Topson Downs of California, 2016 - 2017

PRODUCTION AND PRODUCT DEVELOPMENT COORDINATOR

- Coordinated and tracked all sample processes from concept to TOP for Tinseltown, specifically brand accounts Rachel Roy (contemporary women's denim), Jackson and Jaywalker (men's denim), and Aqua for Kohl's (junior girl's denim)
- Communicated daily with teams in Asia to track and maintain timelines on all individual products
- Attended all design meetings and fittings to help coordinate feedback between in house technical departments and overseas factories
- Received and reviewed daily testing and inspection reports including random product testing throughout production
- Coordinated daily with in house and overseas QC teams to maintain both company and client compliance
- Researched trends and new denim processes to aid design on new product development for all accounts
- Reported weekly on time and action for all individual products
- Organized and maintained wash library and sample array for every season and delivery

Chaser Brand, 2014 - 2016

PRODUCT DEVELOPMENT COORDINATOR

- Provided all technical sketches and technical packages for in house sampling
- Attended all fittings and coordinated comments to hand off all styles to overseas production
- Organized and maintained fabric and sample library for internal reference
- Inspected all Top of Production samples with the head of QC as the official development liaison
- Sourced and developed raw materials and processes for new swim category

ACADEMIC HISTORY

Otis College of Art and Design

BACHELOR OF ARTS

Fashion and Apparel Design
Class of 2013

VOLUNTEER WORK

- Dog Foster and General Volunteer for Deity Animal Rescue
- Freedom Ride and Transport for I Stand With My Pack Dog Rescue
- Regularly sew and donate cotton face masks for various organizations