

roger yau

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West Hollywood, CA

PROFILE

Highly creative
Quick learner
Problem solver
Action-oriented
Detailed & organized
Team player
Effective communicator
Chinese fluency
🎓 American Mensa Member
Los Angeles Pool League Member
Foothill BCA Pool League Member

COMPUTING

Search Engine Optimization
Social Media
Wordpress/Shopify Platforms
Responsive Design
XHTML & CSS
JavaScript (*basic*)
ActionScript 3.0 / Adobe Flash
Adobe Dreamweaver
Adobe Illustrator
Adobe Photoshop
Adobe InDesign (*basic*)
Gerber AccuMark
Lectra Modaris
Lectra OMS

EDUCATION

Santa Monica College
Santa Monica, CA, US (2006-2011 *Part-time*)
Web Programming (GPA: 3.81)

Fashion Institute of Technology, SUNY
New York, NY, US (1995-1999)
Fashion Design Program
Current Scene Specialization

Instituto Politecnico Internazionale della Moda
Florence, Italy (1997-1998)
International Fashion Design Exchange Program

RELEVANT EXPERIENCE

Bulldog Brewery LA, LLC (Los Angeles, 8.2014-Present)

Partner | CTO | Website and Marketing

- Analyze and define the branding strategy for CoffeeDog® specialty liqueur
- Generate promotional materials, including flyers, videos, and web contest
- Established the company website from ideation to implementation using Shopify

Nelson Davis Productions (Los Angeles, 6.2011-Present)

Web and Marketing Assistant

- Manage revamped company websites to promote overall entrepreneurial thinking
- Maximize website traffic through SEO, content strategy, and social media marketing
- Perform marketing research and various business assignments
- Analyze and report website statistics using AWStats, Google Analytics, Alexa, etc.

A. I. Hub (Los Angeles, 4.2013-Present)

Founder and Curator

- Founded website with the mission to provide artificial intelligence resources for all
- Emphasize a creative, multidisciplinary, and 360° perspective approach to A. I.
- Research for content that is simultaneously educational, inspirational, and relevant

Think A La Carte - Advertising & Marketing Service (Los Angeles, 6.2013-8.2013)

Social Media Manager

- Strategized and set incremental goals for the customized Social Media campaign
- Amplified and reinforced company's web presence to generate business leads

Margin Films (Los Angeles, 08.2006-10.2009)

Consultant Media Design Services

- Provided project-based creative services on graphics, promotional apparel, etc.
- Increased visibility by strategically designing and custom-coding social network pages

ADDITIONAL EXPERIENCE

KJ Sourcing, Inc. (Los Angeles, 11.2005-06.2006)

Head Designer (women's/men's)

- Conceptualized and developed brand identity for a better-priced denim line
- Oversaw all aspects of **CHIQLÉ JEANS** design development and pre-production
- Improved all design work and quality standards to meet company's long term goals
- Increased sales by staying on top of the latest trends using forecast services, etc.
- Trained Assistant Designer to improve quality of artworks and techpack standards
- Developed new logo hardware, label set, edgy washes, and appealing embellishment
- Traveled to Asia for design inspiration and to improve sample production quality

Nesi Apparel Group, LLC (New York/Hong Kong, 09.2002-01.2005)

Freelance Designer (women's/men's)

- Assisted **ROCAWEAR JUNIOR, LE TIGRE, SHADY LIMITED**, and **RUFF RYDERS** teams
- Conceptualized highly marketable lineups with Head Designers and Merchandisers
- Traveled overseas to effectually accelerate sample development to meet deadlines
- Followed through on lab dips, strike-offs, fabrics, embellishments, and samples
- Boosted workflow for each team by refining and systematizing various processes
- Researched and developed fashionable prints, embroideries, trims, finishing, etc.
- Minimized errors among Design Department, Production, and the Hong Kong Office

The Enyce Clothing Company, Inc. (New York, 05.2001-10.2001)

Men's Sportswear Associate Designer

- Designed and merchandised with VP of Design and VP of Sales for **ENYCE** sportswear
- Optimized the design and development workflow by standardization and streamlining
- Resolved successfully and efficiently on broad range of design and production issues
- Prioritized and assigned projects effectively to appropriate Graphic Artists

Aris Industries, Inc. (New York, 03.2000-02.2001)

Womenswear Associate Designer

- Developed and launched women's **BROOKS BROTHERS GOLF** with Senior Designer
- Researched for sophisticated patterns, novelty stitches, tailoring constructions, etc.
- Followed up on design feedback from fitting, merchandising, and sales meetings