

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

**RelayBatons.com** (Los Angeles, 6.2017-Present)  
Website Designer/Developer

RelayBatons.com was founded in December 2013 in Simi Valley, CA by Steve and Ann Ringgold. Their idea was to inspire athletes in the Track & Field world by bringing an unique edge to the relay baton itself. One of the main features for the website is the novel "Baton Visual Customizer", which helps to bring the company to another level.

**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.

**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