

jerry ong

- An accomplished multi-faceted trend/color/design professional.
- Over 10 years of experience.
- Unique combination of creativity and analytical skills.
- Proven track record for creating cost-effective solutions for companies and brands to achieve profit objectives.

CONSULTATION - HOME & FASHION

2014 to Now

- Oversee and build out Gap Canada Visual Merchandising/Merchandising Plan for Summer 2017, Fall 2017 & holiday 2017 including establishing best-in-class merchandising processes, strategic alignment, and world-class creative output for windows.
- Investigated & resolved defect issues in mid production, implemented quality control procedures onsite at china manufacturing facility, saving significant costs on \$1mm contract.

SIMPLY SHE - SAN FRANCISCO, CA

2013 to 2014

DIRECTOR OF NEW PRODUCT DEVELOPMENT FASHION

- Developed Spring and Fall 2015 pet clothing/accessories and Visual Merchandising for stores.
- Creative concepting, design, storytelling, innovation, & executing brand-building activations.
- Effectively adapting 2015 Fashion Trends into collection suited for pets, increasing overall adoption rate by 55% over the last season.
- Introduced new and innovative material for soft goods, resulting increase in overall sales by 50% over the last season.

SEARS HOLDINGS - CHICAGO, IL

2005 to 2013

TREND DIRECTOR (Home/Fashion)- 2007 to 2013

- Researched industry trends, creative concepting, design, storytelling, innovation developed in house branded merchandise for Sears and Kmart boosting sales from \$200 million to \$600 million.
- Fashion styling incorporating relevant fashion trends into visual merchandising presentations.
- Increased Private Brand Awareness by 55%, with seasonal PR product launches.
- Direct visual and creative aesthetic of web specific photography and other mediums.
- Influenced and set creative standards and guidelines for all private label campaigns.

SENIOR TECHNICAL DESIGNER (Home/Fashion) - 2005 to 2007

- Collaborated with Design Director to design brand appropriate product that met the needs of buyer as based on their line plan, resulting in increase of 46% overall sales for that season.
- Implemented standards for sampling products, resulting in savings of \$15,000 sampling cost.
- Developed new and innovative material for both hard & soft home goods.

MAY MERCHANDISING COMPANY - ST LOUIS, MO

2005 to 2005

TECHNICAL DESIGNER (HOME FASHION)

- Spec'd out quality specification of product construction/design and materials in accord with the brand positioning for the target consumer.
- Prepared sketches/artwork to initiate the sample development.
- Confirmed, evaluate and identified key specifications by category and construction.

THE FURNITURE UNION - SINGAPORE/LONDON UK

1995 to 1998

MANAGING DIRECTOR (Owner)

- Established up and coming british home fashion designers, promoting their design pieces under the same company.
- Executed Visual Merchandising, Store Planning, Marketing, Advertising and Promotion.

DICKSON CONCEPT GROUP - HONG KONG/CHINA

1993 to 1995

SENIOR GROUP FASHION MERCHANDISING DIRECTOR

- Executed Visual Merchandising/Merchandising for Harvey Nichols (UK), Polo Ralph Lauren (US), Guy Laroche & ST Dupont (FRANCE) in Shanghai, Beijing, Canton & Shen Zhen (CHINA).

EDUCATION

BACHELOR OF FINE ARTS - INDUSTRIAL PRODUCT DESIGN
ACADEMY OF ART UNIVERSITY, SAN FRANCISCO, CA

1999 to 2004

SKILLS

- Mac: photoshop, illustrator, indesign, vellum & microsoft softwares
- PC: rhino, alias, & graphite

LANGUAGE ABILITIES

- English
- Mandarin
- Cantonese

ACHIEVEMENTS (PUBLICATIONS)

- Selected twice to serve on the North American Color Panel (Mix Interior Global UK), from fashion perspective for Fall/Winter 2014/2015 & Spring Summer 2015 Mix Trend book.

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