

CAROLINE MA

New York, NY
carolineyma@gmail.com
562-309-1870

carolineyma.com
@carolinema_design



EDUCATION

Parsons The New School for Design

BFA in Fashion Design
2009- 2013

Fashion Event Scholarship
2009-2013

Portfolio of the Year Nominee 2013

SKILLS + INTERESTS

Adobe Illustrator, Photoshop, Indesign
Lotta Browzwear 3D Design
Procreate
Centric PLM
Visulon
Microsoft Office

Hand + Digital Illustrations
Graphics Design
Ceramics
Tennis

Fluent in English + Korean

WORK EXPERIENCE

Tommy Hilfiger

Designer II- Special Projects
New York, NY

Oct 2022- Present

- Design special capsules and projects for PR initiatives and non-profit collaborations.
- Create Womens and Girls seasonal concept and trend boards to present internally, cross functionally, and to leadership.
- Analyze color trends and provide direction for seasonal color palettes.
- Select marketing looks for USA company stores and e-commerce website.
- Spearhead design process for international markets and collaborate with third party licensee design teams.
- Category ownership for company store internal design: Womens and Girls Woven Dresses + Tops and Sweaters

Designer II- Womens + Girls Design
New York, NY

Jun 2021- Oct 2022

- Managed Womens Wovens and Girls Design team, and provided perceptive direction for company store product categories from style creation through to execution: Womens Woven Dresses + Separates, Denim, and Outerwear
Girls Woven Dresses + Separates, Knit Dresses + Separates, Heavy Weight Knits, Sweaters, Denim, and Outerwear
- Oversaw Womens Wovens and Girls division (sizes 3-24mo/ 2-16yr) for USA company stores from a range of 150-200 styles per season per division.
- Analyzed and executed new marketing strategies and style programs to increase quarterly sales.

Designer I- Girls Design
New York, NY

Jun 2019- May 2021

- Managed Girls Design team, and ensured productive work flow and positive cross-functional relationships.
- Identified new approaches and trends that work within the brand strategy and can be translated into product in line with the seasonal concept.
- Analyzed quarterly profits and best selling styles to gain insight on evolving consumer needs.
- Increased profits by strategically slashing cost in production. Averaged over \$4M in USA sales quarterly.
- Category ownership: Woven Dresses, Sweaters, Fashion Denim, Knit + Woven Separates

Associate Designer- Girls Design
New York, NY

Jun 2017- May 2019

- Category ownership: Sweaters, Knit + Woven Separates, Tees
- Managed and trained new hire assistants from start date to category take over.

Assistant Designer- Girls Design
New York, NY

Mar 2015- May 2017

- Category ownership: Woven Tops, Knit + Woven Bottoms, Tees

Club Monaco

Freelance Designer- Women's Bottoms
New York, NY

Apr 2014

J. Crew

Freelance Designer- Women's Accessories

May 2013- Dec 2013

Freelance Designer- Women's Weddings and Occasions
New York, NY