

ANDREA LUNG

APPAREL, FOOTWEAR & COLOUR DESIGNER

PROFILE

A hard working, conscientious and well organized individual, Andrea has strong creative and problem solving abilities. She is passionate about storytelling through footwear, apparel and color design. She strives to grow as a designer in every job undertaken. Andrea loves working with her hands. She has a keep eye for detail, and functions well under high stress and within short time frames. Andrea is easy going, loves to laugh, and thrives in an interpersonal environment.

INTERESTS

- Powerlifting & Olympic lifting
- Climbing
- Snowboarding
- Hiking with the doggo
- Motorcycles
- Drumming
- Sewing

EDUCATION

BA FASHION DESIGN
RYERSON UNIVERSITY
2009 - 2013

CMF CERTIFICATE
PENSOLE ACADEMY
2017

EXPERIENCE

LEAD PRODUCT DESIGNER

ALBERTA BOOT COMPANY OUTFITTERS / 2023 - P

- Perform consumer and trend forecasting research to create compelling stories around footwear collection designs
- Design western style and lifestyle footwear with quick turnaround time.
- Design and source packaging, including: boot boxes, shopping bags, tissue paper, stickers, velvet boot bags
- Develop footwear, including sourcing materials and visiting material vendors for quality control.

FOOTWEAR DESIGNER II

NEW BALANCE / 2017 - 2023

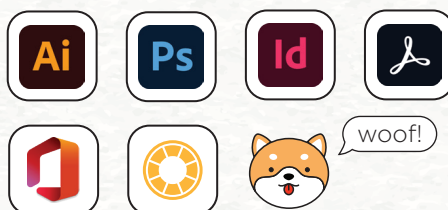
- Work cross-functionally with Product Management and Development teams to ensure design executes with consistent quality and fit.
- Design footwear across adult lifestyle, performance, and kids categories.
- Apply color and material to tell exciting narratives and connect our target consumer with the brand message.
- Research trend and color forecasting to curate seasonal brand stories and color palettes per season.

APPAREL DESIGNER & PRODUCT DEVELOPER

JOE FRESH / 2014 - 2016

- Design seasonal apparel collections for Kid, Toddler, and Baby Boy.
- Development of technical packages, color standards, bill of materials, and store display plans for collections.
- In depth use of WebPDM for product management and tracking.
- Creation of vector based graphics for apparel.

SKILLS



CONNECT

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