

roger yau

(323) 770-3031
rogertyau@gmail.com
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