

Mimi Shim

Sweater Designer / Graphic Designer

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Qualifications

Educated in design and fine art processes: fashion design/construction silk screen printing, fashion and graphic design
Strong ability to develop concept to final product, with a focus in sweater design
Proficient in all stages of garment production from sketches, tech packs, sampling, fitting, revisions, to collection
Experienced in image direction, print production, from photo shoot to final print
Technically savvy with working knowledge of relevant software and creating/maintaining websites

Software knowledge: Photoshop, Illustrator, InDesign, Quark, Dreamweaver, Flash, Excel, Word, PowerPoint
Programming languages: HTML, CSS

Education

The School of the Art Institute of Chicago

BFA 2002: Emphasis in silk screen printmaking and fashion design/construction

Experience

Imma / Kokun LLC., New York, NY

January 2010-Present

Sweater Designer

Designing cashmere and blended sweaters for women's contemporary collection as well as private sales bridge collection
Developing each garment from concept, sketches/specifications, prototype, to final production, and directing fittings
Maintaining quality design and sell-through of each garment as well as analyzing success and failures
Providing creative direction, forecasting trends, conducting market research in retail and raw materials
Working with retail merchandisers in the contemporary and bridge markets to ensure brand retail relevance
Coordinating photo shoots and image direction

Freelance Graphic Designer, Brooklyn, NY

March 2009-Present

Establishing graphic and web skills to develop designs and layout for print and web for several companies
Consulting clients regarding visual representation for print and web
Creating as well as rendering updates to existing logos and marketing materials

Saja Inc., New York, NY

September 2005-March 2009

Clothing Designer

Developed sweater designs from sampling to production
Collaborated with head designer to conceptualize the direction of each collection
Selected design tools for each collection by attending fabric and print trade shows, met with original art work vendors
Created detailed drawings and specifications of sweater designs; recolored prints for wovens
Assisted with fittings, revised samples, and met collection deadlines

Graphic Designer

Developed visual communication tools for sales and branding
Produced look books and postcards; coordinated photo shoots, scouted locations, models and stylists; edited photography
Created layouts, sourced materials, and communicated with printer for proofing and production
Maintained website by uploading current collection images and press releases; handled minor web development

Sales Associate

Provided detailed customer service to both wholesale and retail customers
Ensured proper products for regions, educated clients about garments, fabrics, and construction
Supported sales team during trade shows in New York, Los Angeles, and Las Vegas

Arrelle, Chicago, IL

October 2002-July 2005

Designer

Involved in design, fabrication, construction, and installation of luxury bedding
Directed custom design projects, communicated daily with sewers and vendors
Styled, photographed, and edited photos for website

Sales Associate

Provided sales consultation for a luxury interior furnishings company
Worked extensively with clients to select furnishings for residential and commercial spaces
Bought for specified market, analyzed and projected sales trends