

Joyce Winghim Yip

Fashion / Graphics Designer

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[LinkedIn](#) | [Online Portfolio](#)

Profile

A visual design enthusiast with a foundation in design thinking, committed to inspire change through a constructive attitude. Quickly and independently adapt to new learnings. Skilled in communication and teamwork with a passion to deliver innovative design solutions.

Employment History

Online Business Owner

Amora22 Jewels Co. | Hong Kong

04/2020—Present

- Transformed from selling face masks, to selling DIY materials, and lastly into a jewelry store
- Rebranded and marketed customized jewelry to stand out in a saturated market
- Created digital graphic designs with appropriate typography (eg. banners and packaging) to upmarket the brand image
- Self-taught professional photography and videography for various e-commerce platforms
- Boosted my sales using SEO and social media marketing to achieve sales growth
- Negotiated with suppliers to provide high quality goods

Sales Associate

Christian Dior Couture | Pacific Place Store | Hong Kong

06/2023—09/2023

- Embodied brand attitude to storytell about products, brand heritage and craftsmanship
- Built rapport with VIP clients to maintain returning customers
- Composed attractive text messages to promote new season launch and events
- Styled outfits, fitted garments, and noted alterations to provide a luxury customer service
- Managed and followed up transfers and repairs to update clients in a timely manner
- (Left Reason: The role did not align with my values)

Team Associate

Adidas | Pacific Place Store | Hong Kong

09/2021—06/2023

- Recognized as one of the top sales people in the store with multiple positive written feedback
- Educated customers on the product function and sustainability
- Created weekly styling reports for cross-selling reference
- Collaborated with colleagues to conduct a fun product training presentation
- Recorded English language training videos to upskill co-workers
- Awarded with Living with our Values “Teampay” Award for sharing ideas proactively
- (Left Reason: Labor intensive and no longer align with my career goals)

Merchandise Coordinator

Lane Crawford Joyce Group | Hong Kong

12/2020—03/2021

- Coordinated closely with vendors, warehouse, stores and finance team to manage payments, logistics and resolve discrepancies
- Entered purchase orders and reviewed order confirmations in detail to ensure order accuracy
- Prepared weekly sell-through and ad hoc reports to inform the buying team
- (Left reason: Job lacked creativity; Persistent and excessive overtime)

Fashion Design Intern

Simone Rocha | London

04/2018—07/2018

- Cut and sewn prototypes quickly to accommodate the fast paced environment
- Partnered with pattern maker to draft and finalise sewing patterns for factory production

Fashion Design Intern

Gareth Pugh | London

08/2017—11/2017

- Crafted in leather and plastic with extreme accuracy to create avante garde garments
- Cooperated with other interns to shape complex constructions

Education

BA (Hons) Fashion Design and Marketing

Central Saint Martins | London

09/2015—07/2019

Graduated with Upper Second Class Honors

Fashion Folio Foundation

Central Saint Martins | London

04/2014—03/2015

Fashion Trend Forecasting

Central Saint Martins | London

08/2019—09/2019

Brand Management For Your Fashion Label

Central Saint Martins | London

08/2019—09/2019

Graphic Design (Photoshop, Illustrator, InDesign)

Computer Academy | Hong Kong

08/2015

High School Diploma

Presbyterian Ladies' College (Year 9 - 12) | Melbourne

01/2010—12/2013

Skills

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Adobe Premiere Pro

Microsoft Office

Visual Communication

Photography

Research & Design

Social Media

Languages

English (Native)

Cantonese (Native)

Mandarin (Highly Proficient)