

Joyce Winghim Yip

Fashion / Graphics Designer

joycewyip@yahoo.co.uk | +852 9758 5348 | Tin Hau, Hong Kong

[LinkedIn](#) | [Online Portfolio](#) [joycewyip.com](#)

Profile

A visual design enthusiast with a design degree from Central Saint Martins, utilising sales and merchandising experience to create customer-focused designs. Strong communication, collaborative skills, and innovative thinking that produce engaging designs.

Employment History

Online Business Owner

Amora22 Jewels Co. | Hong Kong

04/2020—Present

- **Rebranding:** Up-marketed brand with a presentation design that inspired other sellers
- **User-friendly design:** Customised jewelry boxes that fit into mailbox openings
- **Resourceful innovation:** Self-taught and invented a lighting technique with household items to produce professional jewelry photography and videography
- **Boosted Sales:** Used SEO and social media marketing to achieve sales growth
- **Negotiation:** Connected with Chinese suppliers for product samples, price negotiation and design customisation to maintain high quality and competitively priced stock.

Sales Associate

Christian Dior Couture | Pacific Place Store | Hong Kong

06/2023—09/2023

- **Storytelling:** Absorbed detailed brand and product knowledge within intense training, consolidated information and storytell to customers the next day.
- **Clientelling:** Built rapport with VIP clients with positive feedback and requested upon visit.
- **Personalised Service:** Crafted unique promotional messages catering to the style and personality of each client resulting in successful invitations. Embodied Dior attitude during luxury customer service.
- **Multitask & Time Management:** Managed and followed up transfers and repairs, while performing daily sales, ad hoc tasks, remote clientelling.

Team Associate

Adidas | Pacific Place Store | Hong Kong

09/2021—06/2023

- **Product Presentation:** Received multiple positive written feedback from customers for my professional attitude and in-depth education on product function and sustainability
- **Initiation & Work Independently:** Pioneered weekly fashion styling reports for cross-selling reference, with consistent appreciation by senior retail managers for the quality of work. Entrusted to operate a store alone.
- **Conduct Training:** Collaborated with colleagues to conduct an interactive and fun product training to educate store team. Recorded English language training videos and conducted language training exercise to upskill co-workers.
- **Award:** Awarded with Living with our Values “Teampay” Award for initiation and styling ideas.

Merchandise Coordinator

Lane Crawford Joyce Group | Hong Kong

12/2020—03/2021

- **Coordination:** Managed payments and resolved discrepancies by working closely with vendors, local and overseas warehouses, stores and finance team
- **Data Entry:** Accurately entered item details into computer system, accurately managed purchase orders and reviewed order confirmations in detail.
- **Time Management:** Met tight deadlines of weekly sell-through reports and ad hoc reports

Fashion Design Intern

Simone Rocha | London

04/2018—07/2018

- **Prototype Production:** Cut and sewn prototypes quickly in a fast paced environment
- **Industrial Pattern Making:** Partnered with pattern maker to draft and finalise sewing patterns for factory production

Fashion Design Intern

Gareth Pugh | London

08/2017—11/2017

- **Craft with Precision:** Cooperated closely with other interns to craft complex constructions with precision in leather and plastic materials.

Education

BA (Hons) Fashion Design and Marketing Central Saint Martins London Graduated with Upper Second Class Honors	09/2015—07/2019
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
Figma
Midjourney
HTML (Basic)
Microsoft Office
Visual Communication
Photography
Research & Design
Social Media

Languages

English (Native)
Cantonese (Native)
Mandarin (Highly Proficient)