



# SAVANNAH HOU

+1 415 279 7282 | savannahhou@163.com

<https://www.savannahhou.com>

## EDUCATIONAL BACKGROUND

### Academy of Art University

Sep 2018 – Jan 2023

Bachelor of Fine Arts Fashion, Fashion Design Emphasis

San Francisco, CA

- **Core Modules:** Fashion Drawing, Fashion Design, Color Concepts for Fashion, Construction/Draping/Flat Pattern, Computerized Patternmaking, Fashion Sewing Techniques, Fabric and Form, Editorial Makeup/Hair Styling, Applied Textiles, Fashion Marketing, E-Commerce, etc.
- **Selected Awards:** The CFDA Awards (Spring 2022)

## PROJECT EXPERIENCE

### Fashion Design Project: *Ode to the Lotus Flower*

Sep 2022 - Jan 2023

- Developed ideas and came up with concepts for the project using Moodboard
- Design the costumes using Color Story & Proportion, applying Fashion Sketches & 3D Sample
- Inspired by an article in classical Chinese *Ode to the Lotus Flower*, and researched the background knowledge
- Collected the fashion design portfolio related with the theme of project
- Completed the technical drawing and development page

## INTERNSHIP EXPERIENCE

### Beijing P.A.C.S Automobile Service Co., Ltd.

Aug 2022 – Dec 2022

Project Manager

Beijing

- Responsible for the brand's online operations, seasonal promotion plans, and the daily activities arrangement
- Effectively coordinated with cross-discipline team members to make sure that all parties including Editorial, Video, Marketing, Social Media, Events, Design, and Product are on track with project requirements and schedules
- Actively worked with external organizations including cooperators, outsource centers, and other brands
- Provided pre-sales support to the Commercial Team: target clients, creative ideas, pitch documents, budget etc.
- Communicated with and regularly reported to executives to keep the project aligned with their goals
- Organized large-scale promotional activities such as a pop-up store promotion on theme of Halloween at a major shopping mall, in charge of decorations, products selection, posters design, publicity on social media platforms, and obtaining customer acceptance

### Beijing Lingxiangfang Cheongsam Design Studio

Feb 2022 - July 2022

Fashion Designer Assistant

Beijing

- Responsible for helping the designer with her design work as well as store operation and sales
- Assisted the chief designer and the brand owner to present apparel, goods, accessories, and other commodities
- Created the electronic drawings for the designer using digital tools such as Photoshop and InDesign
- Learned the knowledge and skills of designing the traditional Chinese costume cheongsam from the designer
- Arranged the environment for the store, styled models, organized the clothes at the store, and explained to customers the best products for their needs

## ADDITIONAL INFORMATION

- **Language:** Mandarin (native), English (proficiency)
- **IT Skills:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft Office, Gerber PLM
- **Design Skills:** Flat & illustration drawing, Collection development, Garment construction, Fabric & textiles
- **Interpersonal Skills:** Teamwork, Flexibility and Adaptability, Problem solver