

DEBORAH WON

Manhattan, NY • +1 917-524-9665 • deborahwon@gmail.com • www.deborahwon.com

Profile

Accomplished Design Director with expertise in creating innovative, market-relevant designs that balance functionality and narrative. Proven entrepreneurial leadership in building cohesive design teams and driving product strategies that align with brand identity, material innovation, and consumer trends.

Experience

CREATIVE DIRECTOR, 01/2024 - Present

c.Vernoy - New York City

- Shaped foundational brand identity and creative strategy, aligning design with business goals to engage target audiences
- Built and led a collaborative design team, driving innovation and managing end-to-end product development
- Optimized sourcing and production processes, ensuring quality, cost efficiency, and timely delivery

OWNER, 08/2023 - Present

Pisces Rising - New York City

- Founded and managed all aspects of Pisces Rising, a fashion label blending athletic and ready-to-wear design with strategic market positioning, achieving a growing customer base and brand recognition
- Creative direction, designing heavily researched collections that align with evolving trends while maintaining the brand's unique identity
- Directed marketing and business operations, including social media campaigns, e-commerce strategies, and supply chain management, ensuring profitability and sustainable growth

FREELANCE WOMEN'SWEAR DESIGNER, 03/2022 - 03/2024

Sandy Liang - New York City

- Led trend research and capsule collections integrating subculture and historical influences
- Enhanced team workflows and processes, training junior designers for long-term success

ADJUNCT PROFESSOR, 06/2019 - 08/2022

Fashion Institute of Technology, SUNY Korea - Incheon, South Korea

- Developed undergraduate fashion design courses in concept development and Western costume history
- Mentor and motivate young design talent, guiding them towards their goals while challenging their creative limits

SENIOR WOMEN'S APPAREL DESIGNER, 03/2016 - 06/2019

MATERIALS DESIGNER II, 06/2014 - 03/2016

Converse – Boston, MA

- Created commercially viable global collections, driving 13.68% revenue growth
- Conducted trend research and material sourcing, ensuring timely product delivery

SENIOR WOMEN'SWEAR DESIGNER, 08/2008 - 06/2014

Opening Ceremony - New York City

- Created innovative runway and ready-to-wear designs across women's categories, blending global inspirations with an editorial aesthetic
- Developed cohesive apparel, material, color, and embellishment stories, emphasizing unique textural expressions

Education

Master of Fine Arts: Fashion Design, 2023

Fashion Institute of Technology, SUNY - New York

Bachelor of Fine Arts: Fashion Design, 2008

Parsons, The New School - New York

Skills

- Adobe Suite
- Creative Team Leadership
- Hands-on Apparel Draping & Patternmaking
- CLO3D
- Strategic Thinking
- Effective Communication