

# Yang Soon Ju (Elizabeth): Curriculum Vitae

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## Education:

**Master of Fine Arts**, Design Studies, Virginia Commonwealth University School of Arts in Qatar (VCUartsQatar), Education City (EC), Qatar Foundation (QF), Doha, Qatar, Fall 2015 – Spring 2017

**Bachelor of Fine Arts with Honors**, Fashion Design with minor in Art History, VCUartsQatar, Doha, Qatar, Fall 2008 – Spring 2012

**Diploma in Applied Business Administration – Accounting**, College of North Atlantic - Qatar (CNAQ), Doha, Qatar, Fall 2006 – Spring 2008

**Master of Science**, Chemistry, National University of Singapore (NUS), Singapore, Fall 1990 – Spring 1995

**Bachelor of Science in Agriculture**, Wood Science, Seoul National University (SNU), Seoul, Korea, Spring 1985 – Spring 1989

## Teaching Experience:

At The Herberger Institute for Design and the Arts (HIDA),  
Arizona State University (ASU):

### ASU FIDM

**Assistant Teaching Professor, FSH203 Fashion Illustration I**, Spring 2023 – Fall 2025

In-Person Fall 2025: three Sessions 71945, 71174, and 68928

In-Person Fall 2024: three sessions 27305, 19785, and 18419

In-Person Fall 2024: three sessions 72477, 69914, and 73392

In-Person Spring 2024: three sessions 31225, 20897, and 19276

In-Person Fall 2023: three sessions 80951, 83968, and 85118

In-Person Spring 2023: three sessions 37217, 22390, 20388

Fashion Illustration is not only a visually dynamic art form, but also an essential tool used in fashion for design communication. The ability to sketch, illustrate, and flat out collections gives the designer a 2 dimensional language that conveys silhouette, texture, color, construction and more. Illustration offers an expedience and efficiency of conveyed ideas that is critical for collection development. Through a variety of assignments learners will gain an understanding of the elongated fashion figure or "croquis", as well as an understanding of rendering and drawing techniques needed to illustrate design ideas quickly and accurately. An understanding of construction will also be developed through the drawing of technical flats, creating a bridge between illustration and garment construction. Exploration will be a key element as learners will be encouraged to experiment with techniques, line quality, materials, etc. with the goal of developing a unique style and voice through illustration.

**Assistant Teaching Professor, FSH206 Flat Patternmaking I**, Fall 2025

In-Person Session 67795

This course is an introduction to the principles of flat pattern making with the use of the basic block patterns and pattern manipulations. Working from the flat pattern principles students will apply these techniques to create designs for apparel. An introduction to draping is included as well as drafting from measurements. This course develops an understanding of the artistic process of fashion design wherein two-dimensional fabric is shaped to the three-dimensional body.

**Assistant Teaching Professor, FSH493 Honors Thesis**, Spring 2025

Hybrid-Flexible Synchronous Session 35328

This course is based on supervised research or creative activity focused on preparation and completion of an undergraduate honors thesis or creative project.

**Assistant Teaching Professor, FSH206 Fashion Design I, Spring 2023 – Spring 2025**

In-Person Spring 2025: Session 17051

In-Person Fall 2024: Session 68635

In-Person Spring 2024: Session 17717

In-Person Fall 2023: Session 79473

In-Person Spring 2023: Session 18568

This course is an introduction to the principles of flat pattern making with the use of the basic block patterns and pattern manipulations. Working from the flat pattern principles students will apply these techniques to create designs for apparel. An introduction to draping is included as well as drafting from measurements. This course develops an understanding of the artistic process of fashion design wherein two-dimensional fabric is shaped to the three-dimensional body.

**Assistant Teaching Professor, FSH492 Honors Directed Study, Fall 2024**

Hybrid-Flexible Synchronous Session 89657

This course is based on independent study in which a student, under the supervision of a faculty member, conducts research or creative work that is expected to lead to an undergraduate honors thesis or creative project.

**Assistant Teaching Professor, ART499 Individualized Instruction, Spring 2023**

In-Person Session 37839

This course provides an opportunity for original study or investigation in the major or field of specialization, on an individual and more autonomous basis.

At VCUarts Qatar:

**FASHION DESIGN DEPARTMENT**

**Adjunct Faculty, FASH206 Fashion Drawing I, Fall 2021 – Fall 2022**

Hybrid-Flexible Synchronous Fall 2021

In-Person Fall 2022

This fashion drawing course is the first in a series of courses which will introduce students to the illustration and creation of fashion sketches, flat sketches and fashion communication. The course will have two major focuses; 1) Model drawing, figure sketches, and rendering 2) design research, design details and basic garment design.

**Adjunct Faculty, FASH120: Intro to Fashion Industry, Spring 2020 – Fall 2022**

In-Person Spring 2020

Online Synchronous Fall 2020

Hybrid-Flexible Synchronous Fall 2021

In-Person Fall 2022

This is a survey of the apparel industry to guide students to an understanding of the factors contributing to, forming and shaping the fashion industry. Additionally, students are introduced to the art, business and craft in developing and marketing fashion products by emphasizing the role of the designer and the various stages of production. This class will introduce the tools, the language and an understanding of the complex fashion industry. The course will include an overview of not only the international global system but also regional and local fashion ecosystems and dynamics.

**Adjunct Faculty, FASH203: Patternmaking I, Fall 2019 – Fall 2022**

In-Person Fall 2019

Online Synchronous Fall 2020

Hybrid-Flexible Synchronous Fall 2021

In-Person Fall 2022

This first part of a two-semester course covers the fundamentals of 2D and 3D Pattern Making for apparel development. Applying technical skills to a creative process, the course will focus on the development of basic slopers and developing a proficiency in 2D and 3D pattern making manipulations.

**Adjunct Faculty, Honors: FASH206 Fashion Drawing II, Spring 2022, Hybrid-Flexible Synchronous**

This fashion drawing course as the second part of a two-semester course introduces students to the illustration and creation of fashion sketches, flat sketches and design communication. The course will have

two major focuses; 1) Model drawing, figure sketches, and rendering 2) design research, design details and basic garment design. Students will build design and illustration skills in this class. The focus of the semester will be on becoming familiar with developing design concepts for various sportswear markets, rendering fabrics and working from the fashion model or fashion photos.

- Research and Process Book (Depth): The student will be required to connect their assignments addressing issues, interests or concerns (i.e., fashion drawing as an art or design process, cultural identity, etc.) to our current fashion design industry or our future fashion industry.
- Assigned projects (Expansion): The student will be required to document their creative fashion drawing more in detail and depth to the issues, interests or concerns that they have chosen to address.
- Final Project (Integration): A more extensive approach to the final project connecting their research, concept and integration of fashion drawing to the final outcomes in overall concerns, interests or issues of the fashion industry.

**Adjunct Faculty, Honors: FASH204: Patternmaking II, Spring 2022, Hybrid-Flexible Synchronous**

This course as the second part of a two-semester course covers two of the three components of apparel development that offers a solid foundation in the fundamentals of 2D and 3D and pattern drafting. Applying technical skills to a creative process, the course will focus on the development of basic slopers and developing a proficiency in 2D and 3D pattern making manipulations.

- Assignments (Depth): The student will be required to connect their assignments addressing issues, interests or concerns (i.e., homogeneous designs, cultural identity, sustainability, etc.) to our current fashion design industry or our future fashion industry.
- Pattern binder/Muslin samples (Expansion): The student will be required to document their pattern development more in detail and depth to the issues, interests or concerns that they have chosen to address.
- Final Project (Integration): A more extensive approach to the final project connecting their research, concept and integration of patternmaking to the final outcomes in overall concerns, interests or issues of the fashion industry.

**Adjunct Faculty, FASH206 Fashion Drawing II, Spring 2021 – Spring 2022**

Online Synchronous Spring 2021

Hybrid-Flexible Synchronous Spring 2022

This fashion drawing course as the second part of a two-semester course introduces students to the illustration and creation of fashion sketches, flat sketches and design communication. The course will have two major focuses; 1) Model drawing, figure sketches, and rendering 2) design research, design details and basic garment design. Students will build design and illustration skills in this class. The focus of the semester will be on becoming familiar with developing design concepts for various sportswear markets, rendering fabrics and working from the fashion model or fashion photos.

**Adjunct Faculty, FASH204: Patternmaking II, Spring 2021 – Spring 2022**

Online Synchronous Spring 2021

Hybrid-Flexible Synchronous Spring 2022

This course as the second part of a two-semester course covers two of the three components of apparel development that offers a solid foundation in the fundamentals of 2D and 3D and pattern drafting. Applying technical skills to a creative process, the course will focus on the development of basic slopers and developing a proficiency in 2D and 3D pattern making manipulations.

**Adjunct Faculty, FASH345 Computers for Fashion Design, Fall 2016 – Spring 2022**

In-Person Fall 2016 – Fall 2018

In-Person Spring 2019

Hybrid-Flexible Synchronous Spring 2020

Online Synchronous Spring 2021

Hybrid-Flexible Synchronous Spring 2022

Students utilizes graphic and illustration software to create computer-generated technical drawings, prints/patterns, and fabric swatches for various fashion presentation formats. Students utilize the facilities offered in the Fab Lab, in order to experiment with various machines and to develop their digital skills.

**Adjunct Faculty, FASH492: Industrial Techniques, Spring 2020, Hybrid-Flexible Synchronous**

This course focuses on draping techniques of apparel design, exploring current fashion industry emphasis. Students will explore materials, core properties and construction techniques to create different dresses and continue to develop pattern making skills.

**Adjunct Faculty, FASH301: Design I Studio, Fall 2019**

This course focuses on draped methods of garment design, reflecting current fashion emphasis. Students will gain advanced draping skills and continue to develop patterning and construction skills while creating different dresses and dress styles.

**Adjunct Faculty, FASH201: Construction Techniques, Fall 2019**

This course introduces the fundamental principles and techniques used in garment construction with an emphasis on professional design room practices in the sewing, pressing and finishing of garments for apparel production in the fashion industry.

**Adjunct Faculty, CRAF491 TOPICS: Digital Design/Material Studies: Accessories, Spring 2019**

This course provides the fundamentals of Computer Aided Design (CAD) and introduces the potential of digital fabrication in the field of contemporary accessories. Students will navigate their own aesthetic by mastering the basic processes. In this course, interdisciplinary design approaches will be practiced to prototype objects from concepts, using various materials. Lectures on contemporary accessories as art forms will be given to support, inform, and inspire students' work. Students will learn how to collaborate with other professionals.

**Adjunct Faculty, CRAF491 TOPICS: Jewelry Digital Design Materials, Fall 2018**

This course provides the fundamentals of Computer Aided Design (CAD) and introduces the potential of digital fabrication in the field of contemporary jewelry. In this course, interdisciplinary design approaches will be practiced to prototype objects from concepts and to implement students' own aesthetics by mastering the basic processes. Lectures on historical and contemporary jewelry as art forms will be given to support, inform, and inspire students' work. Students will learn how to outsource their final pieces in different materials.

**Teaching Assistant, FASH403/FASH404 Design Theory and Illustration for Juniors, Fall 2017 – Fall 2018**

Students learn how to render various fabrics and design details varying mediums. Emphasis is placed on experimenting with various media and techniques. Students will also learn how to draw fashion figure proportion, movement, silhouettes, and garment details from the fashion model in a variety of poses.

**Research/Teaching Assistant, Chair of Fashion Design, Spring 2011 – Spring 2012**

- Organized, maintained, analysed, and sorted resources such as articles, magazines, reports, and journals
- Formulated procedures and categories for documentation
- Requested supplies or equipment necessary for the project
- Reviewed and edited data to clarify data collected
- Specified code and verified data in accordance with specified research criteria and coding
- Summarized each category under a subject
- Identified and compiled lists of potential research subjects in accordance with research objectives and parameters
- Updated lists when necessary and performed miscellaneous job-related duties as assigned
- Recorded the project cost and compiled data for reports
- Provided access to all data for the faculty researcher and/or students
- Supervised undergraduate students working on the research project

**OUTSIDE DEPARTMENT****Art Foundation Department Shadow, Pre-Art Foundation Studio (Multidisciplinary), First-Year Incubator (FYI) Program, Fall 2017 – Spring 2018**

The First-Year Incubator Program is designed to train academically strong applicants with the premise of artistic talent, who are admitted to the pre-Art Foundation Program. Students explore multidisciplinary projects to build basic skills to prepare for studio classes in Space, Surface, Drawing, and Time in the Art Foundation Program (AFO).

**Instructor, MFA Studio III, Art Foundation, developed and conducted a one-week project workshop for Art Foundation, in Oct. 2016**

Students will explore current ceremonies or rituals—not only rites of passage, like weddings, but also idiosyncratic rituals, such as Valentine's Day, Christmas, or Halloween—in aspects of acts, people who are involved, and artifacts. Methods and approaches to brainstorm, prototype, and design objects are introduced. Students also design their own rituals with prototyped objects and present them.

## COMMUNITY AND CONTINUING EDUCATION DEPARTMENT

### **Adjunct Faculty, Art Foundation and Portfolio, Summer Program, Summer 2022**

This intensive course is organized for students who want to know more about Art Foundation Course and how to develop projects for art and design portfolios. This course covers the basics of how to turn ideas into visual languages. This course will introduce fundamental art and design elements and principles, in addition to practical drawing techniques that will give participants an overview of a creative art and design process. This art foundation and portfolio courses start with essential drawing techniques that allow them to express their creative ideas. And they will finally learn how to choose diverse mediums to communicate their art and design ideas. By completing this course, participants will be able to comprehend the creative procedure from concept to art and design, how to document the process and what to present for their portfolio.

### **Adjunct Faculty, Intro to Fashion Design, Summer Program, Summer 2022**

This intensive course is organized for students who want to know more about Fashion Design. This course covers the basics of how to turn ideas into designs. This course will introduce fundamental design theory and practical illustration techniques that will give participants an overview of a creative fashion design process. This creative fashion design journey starts with research on references, such as trends from history, museums and fashion brands, to help participants to explore what fashion is about and how various fashion professions work in the industry. Participants will arrange inspirational images together as a mood board. They will then practice essential drawing techniques that allow them to express their creative ideas and the hang of fabrics. And they will learn fashion illustration skills using different mediums to communicate their design details. They will also explore draping as a creative design medium and have an opportunity to draft a creative pattern. Participants will have an opportunity to build their creative design by transferring a bodice sloper set into working patterns to transform their concepts into different shapes and styles, focusing on basic hand-stitching and sewing. By completing this course, participants will be able to comprehend the creative procedure from concept to design, how to document the process and what to present.

### **Adjunct Faculty, Intro to Fashion Design, Virtual Summer Program, Summer 2020 – Summer 2021**

This intensive course is organized for students who want to know more about Fashion Design. This course covers the basics of how to turn ideas into designs. This course will introduce fundamental design theory and practical illustration techniques that will give participants an overview of a creative fashion design process. This creative fashion design journey starts with research on references, such as trends from history, museums and fashion brands, to help participants to explore what fashion is about and how various fashion professions work in the industry. Participants will arrange inspirational images together as a mood board. They will then practice essential drawing techniques that allow them to express their creative ideas and the hang of fabrics. And they will finally learn fashion illustration skills using different mediums to communicate their design details. By completing this course, participants will be able to comprehend the creative procedure from concept to design, how to document the process and what to present.

### **Adjunct Faculty, Fashion Design Basics (Sewing), Fall 2019 – Spring 2020**

This course provides an opportunity to practice creating a basic shirt, focusing on basic sewing. Participants start by transferring a bodice sloper set into working patterns. They will then move on to a more creative process, transforming their concepts into different shapes and styles to build a personalized design.

### **Adjunct Faculty, Fashion Design Basics (Drawing ), Fall 2017 – Spring 2020**

This course will enable participants to create fashion illustrations using a variety of media and techniques, in order to communicate design ideas. Participants will also be introduced to diverse fashion drawing styles and fashion illustrators. Through a combination of lecture, demonstration, and studio time, this course will provide an opportunity of composing fashion artworks, in a way that reflects cohesive design ideas for a fashion design collection. This course covers techniques to create mood boards.

### **Adjunct Faculty, Designing Coats and Abayas, Spring 2018 – Spring 2019**

This course provides an opportunity to practice creating a collection, focusing on variations of coats and Abayas. Participants will start by comparing traditional styles of Abayas and coats. They will then move on to a more creative process, transforming their concepts into different shapes and styles to build a capsule collection. This course also covers basic sewing and pattern making or draping.

**Adjunct Faculty, Fashion Design Portfolio, Summer Program, Summer 2015 – Summer 2019**

**Adjunct Faculty, Fashion Illustration, Spring 2014 – Summer 2019**

This course will enable participants to understand a variety of media and techniques to create fashion illustrations with different fashion fabrics. Participants will also be introduced to diverse fashion drawings and fashion illustrators. Through a combination of lecture, demonstration, and studio time, this course will provide an opportunity of composing fashion figures appropriately in a portfolio format, in a way that reflects knowledge of fashion figures and design principles.

**Adjunct Faculty, Fashion Design Portfolio Workshop, Spring 2014**

**Teaching Assistant, Assisted Fashion Illustration, Spring 2013**

**Adjunct Faculty, Portfolio Development Class, Fall 2017 – Spring 2020**

**Adjunct Faculty, Observational Drawing and Still Life, Fall 2017 – Spring 2019**

**Adjunct Faculty, Water Colouring - Basics, Spring 2013 – Spring 2019**

**Adjunct Faculty, Qatar Cultural Pattern Project for 2022 World Cup Event, Supreme Committee, May 2015**

**Adjunct Faculty, Watercolour Painting - Advanced, Spring – Fall 2014**

**Adjunct Faculty, Skill Building, Summer Program with the Ministry of Social Affairs, June 2014**

**Teaching Assistant, Portfolio Development, Fall 2014**

**Teaching Assistant, Design Intensive, Summer Program, June – July 2014**

**Teaching Assistant, Assisted Portfolio Development, Fall 2013**

**Teaching Assistant, Water Colouring - Basics, Fall 2012 – Spring 2013**

**Teaching Assistant, Portfolio Development, Fall 2012**

### **VCUARTS QATAR'S OUTREACH PROGRAM**

**Adjunct Faculty, Fashion Design Art, Developed eight-week course, Al Bayyan School, Doha, Qatar, Spring 2014**

**Adjunct Faculty, Watercolour Painting - Basics, Developed eight-week course, Al Bayyan School, Doha, Qatar, Fall 2014**

**Teaching Assistant, Art Class, ACS International School, Doha, Spring 2013**

## **Outside Institutions:**

### **M7**

**Instructor, Conducted fashion illustration workshop inspired by Christian Dior: Designer of Dream Exhibition, M7, Qatar Museums, Doha, Qatar, Dec. 3, 2021**

### **KATARA CULTURAL VILLAGE**

**Instructor, Conducted Pattern Making for Shirt dress Abaya, Doha, Qatar, May 2019**

### **SECONDARY SCHOOL**

**Advisor and Teaching Assistant, Evaluated students' needs and taught them Math and English accordingly, International Regents' School, Pattaya, Thailand, Spring 2004**

### **ENGLISH TUTORING SERVICE SCHOOL**

**Instructor and Founder, Green Tutor School, Taught English, CheongJoo, Incheon, and Ilsan, Korea, Fall 1993 – Spring 2003**

### **CHEMISTRY DEPARTMENT**

**Teaching / Research Assistant, Organized research data, taught students in the labs, NUS, Singapore, Fall 1990 – Spring 1993**

## **New Course Development**

At HIDA, ASU:

### **ASU FIDM**



**Assistant Teaching Professor, FSH493 Honors Thesis, In-Person Spring 2025**

Session 35328

This course is based on supervised research or creative activity focused on preparation and completion of an undergraduate honors thesis or creative project.

**Assistant Teaching Professor, FSH492 Honors Directed Study, In-Person Fall 2024**

Session 89657

This course is based on independent study in which a student, under the supervision of a faculty member, conducts research or creative work that is expected to lead to an undergraduate honors thesis or creative project.

**Assistant Teaching Professor, FSH203 Fashion Illustration I, In-Person Spring 2023**

Personalized Inherited Course above for the semester length, optional discussions, and current examples. Fashion Illustration is not only a visually dynamic art form, but also an essential tool used in fashion for design communication. The ability to sketch, illustrate, and flat out collections gives the designer a 2 dimensional language that conveys silhouette, texture, color, construction and more. Illustration offers an expedience and efficiency of conveyed ideas that is critical for collection development. Through a variety of assignments learners will gain an understanding of the elongated fashion figure or "croquis", as well as an understanding of rendering and drawing techniques needed to illustrate design ideas quickly and accurately. An understanding of construction will also be developed through the drawing of technical flats, creating a bridge between illustration and garment construction. Exploration will be a key element as learners will be encouraged to experiment with techniques, line quality, materials, etc. with the goal of developing a unique style and voice through illustration.

At VCUartsQatar:

**FASHION DESIGN DEPARTMENT**

**FASH205: Fashion Drawing I**, Hybrid-Flexible Synchronous [Fall 2021], In-Person [Fall 2022]

**FASH203: Patternmaking I**, In-Person [Fall 2019: Musical Project], Online Synchronous [Fall 2020], Hybrid-Flexible Synchronous [Fall 2021], In-Person [Fall 2022]

**FASH204: Patternmaking II**, Online Synchronous [Spring 2021], Hybrid-Flexible Synchronous [Spring 2022]

**FASH205: Fashion Drawing II**, Online Synchronous [Spring 2021], Hybrid-Flexible Synchronous [Spring 2022]

**FASH492: Industry Techniques**, Hybrid-Flexible Synchronous, Spring 2020

**FASH345 Computers for Fashion Design**, In-Person [Fall 2016], Hybrid-Flexible Synchronous [Spring 2020]

**FASH301: Design I Studio**, In-Person [Fall 2019]

**FASH201: Construction Techniques**, In-Person [Fall 2019: Musical Project]

**FASH330: Business of Design**, In-Person [Spring 2019]

**CRAF491: TOPICS In Craft/Material Studies: Accessories Digital**, In-Person [Spring 2019]

**CRAF491: TOPICS: Jewellery Digital Design Materials**, In-Person [Fall 2018]

**COMMUNITY AND CONTINUING EDUCATION DEPARTMENT**

**Intro to Fashion Design, Summer Program, Summer 2022**

**Design Thinking and Entrepreneurship, Fall 2021**

This course introduces a concept of design thinking, which has been expanded to not only commercially innovative and viable product design processes but also overcoming challenges and evaluating strategic services and systems as businesses, organizations, and society grow more complex and diverse. This course will provide participants with diverse examples and hands-on workshops to integrate design thinking into their own practice. By the end of the course, participants will understand the design thinking process, the vital mindset necessary for constructive design thinking and be able to apply a design thinking process in a team or entrepreneurial context.

**Intro to Fashion Design, Virtual Summer Program, Summer 2020**

**Fashion Design Sewing Basics, Spring 2019**

**Drawing for the Fashion Professionals**, Fashion Business Program, Spring 2018

This course focuses on the key elements of fashion drawings, such as sketching, fashion illustration, and technical drawing, all of which are important for communicating design ideas in the fashion industry. First,

participants will be introduced to the overall fashion process and basic fashion illustration. Next, they will learn the design process and technical drawing to communicate design details for both production and merchandising. They will then move to more professional stages of design presentation with computer technology.

#### **How to Start a Fashion Business, Fashion Business Program, Spring 2018**

This comprehensive course is an introduction to setting up a fashion business, focusing on the key elements of fashion design such as sourcing, prototyping and marketing. Participants will start by researching the global trend of the fashion business and carrying out case studies. Participants will design their business models, analyse their chosen target markets, develop their budgets, define their value propositions and other relevant factors.

#### **Sample Draping for Merchandising, Fashion Business Program, Spring 2018**

This is an introduction to garment construction with basic draping techniques, concentrating on the basic design details, such as bodice, skirt, and sleeve. Participants will start by draping a fabric onto a dress form and learning the techniques to transfer the draped fabric onto paper to make a pattern. They will then explore different shapes and styles to transform their concepts into their designs as well as make a finished dress sample. This course demonstrates basic construction, cutting, and finishing techniques for creating garment prototypes.

#### **Designing Coats and Abayas, Spring 2018**

#### **Fashion Design (Basics): Drawing, Fall 2017**

#### **Fashion Design Portfolio, Summer Program, July 2015**

#### **Fashion Illustration, Spring 2014**

#### **Fashion Design Portfolio Workshop, Spring 2014**

## **Ongoing Research Interests:**

**Foci:** Fashion Illustration, Fashion Design, Conceptual Design, Textile Pattern Development, Construction, Interdisciplinary Design, Hybrid Design, Cultural and Historical Head-Wear, Material Manipulation, Surface Design

**Research Keywords:** Fashion Art, Modular Design, Hybrid Culture, Material Culture, Globalization, G-localization, Rituals, Ceremonies, Third Culture Kids, Identities

**Arizona Pattern Book Project, Contemporary Fabric, Product, and Architectural Pattern Design,**  
Nov. 2023 – Ongoing

Photographing inspirations and developing pattern motifs, which will be transferred into pattern modules, using Adobe Photoshop and Illustrator, followed by documentation of processes

**Collage Fashion Art, Fashion Illustration Art, Aug. 2024 – Ongoing**

Exhibited 'Fashion Expressions from Recycled Art' on my website and plan to exhibit at a Gallery space

## **Solo Collection Exhibitions**

**Cut It Out: Collage as Fashion Design** Series of Collage, Illustrations and Garments, Step Gallery, Phoenix, ASU, AZ, Oct. 17, 2025 – Nov. 8, 2025

**Like Yourself Better,** Spring Summer 2021 capsule looks at Studio 7, M7, Qatar Museums, Doha Qatar, Aug. 30, 2021 – Dec. 30, 2021

**Workaholic,** Presented office wear Abaya capsule collection, Marriot Marquis City Center Doha Hotel, Doha, Qatar, Oct. 28, 2019

**Digital Textile Design,** Exhibited Digital Printed Fabrics, the 14th HEYA Arabic Fashion Exhibition, Oct. 2018

**Inspired to Innovate,** Preview of office wear Abaya capsule collection, Pre-Qatar National Day Celebration, Qatari Students Associations at VCUarts Qatar, VCUarts Qatar, Nov. 25, 2018

**Korabic Collection,** Women's Ready-To-Wear, Local Makers' Event, Tasmeem 2015, VCUarts Qatar, Mar. 22, 2015

**Cruise Abaya Coat Collection,** Women's Ready-To-Wear, Makers' Market Event, VCUarts Qatar, Nov. 2014

**Doha Baroque,** Women's Wear, Fashion Show, VCUarts Qatar, Apr. 2012



**Passage to India**, Women's Wear, Fashion Show, VCUarts Qatar, Fall 2011  
**Capsule Collection**, Women's Wear, Trunk Show, Common Thread, Doha, Qatar, June 2011  
**Desert Rose, Women's Casual Wear**, Fashion Show, VCUarts Qatar, May 2011  
**Daddy's Girl, Children's Wear**, Fashion Show, VCUarts Qatar, May 2010

## Group Exhibitions

**Nano-Technology + Textile Lab**, Designs provided for Exhibition, Doha Design District, Doha, Qatar, Feb, 2024  
**Research Lab**, Designs provided for Nano-Technology + Textile Lab Exhibition, Anderson Gallery, Richmond, USA, Feb, 2024  
**New Collage**, Presented capsule looks inspired by fabrics at the Fashion Show of the 18th HEYA Arabic Fashion Exhibition, Doha Convention Center, Doha, Qatar, December 15, 2021  
**New Normal, New System and New Look**, Presented new normal capsule looks inspired by Post Covid 19 for the 17th HEYA Arabic Fashion Exhibition, Doha Convention Center, Doha, Qatar, Nov 29 – Dec1. 2020  
**New Normal, New System and New Look**, Presented new normal capsule looks inspired by Post Covid 19 for the exhibition "Good Vibes Only," The Gallery of VCUarts Qatar, Doha, Qatar, Sept. 2020  
**Trunk Show**, Doha Festival City, Feb. 2018  
**Trunk Show**, Atrium, VCUarts Qatar, Dec. 2017  
**MFA in Design**, VCUarts Qatar Gallery, Doha, Qatar, Apr. – May 2017  
**Incense Burner**, Design Days Dubai, Dubai, UAE, Mar. 2017  
**Tiles**, Design Days Dubai, Dubai, UAE, Mar. 2017  
**Material Manipulation: Sheet Project**, Design Days Dubai, Dubai, UAE, Mar. 2016  
**Trunk Show**, Design Store, VCUarts Qatar, Nov. 2015  
**Abaya Coat Collection**, Open House Event, VCUarts Qatar, Oct. 2015  
**Capsule Collection**, Open House Event, VCUarts Qatar, Dec. 2014  
**Non-uniform: 365days, Ayaba**, Katara, Doha, Qatar, Dec. 2012  
**Non-uniform: 365days, Ayaba**, Open House Event, VCUarts Qatar, Nov. 2012  
**Doha Baroque**, the Gallery, Doha, Qatar, May 2012  
**Painting and Print Making**, The Gallery of Student Center, Qatar Foundation (QF), Qatar, May 2012

## Invited Lectures:

"Can the face masks be the next or new sneakers?" VCUarts Qatar Gallery, Collaboration with Wear the Right Thing Exhibition by VCUarts Qatar Gallery, Sept. 19 – 20, 2021  
"Design Thinking in Design and Entrepreneurship," VCUartsQatar, Online, VCUarts Qatar Community Class and Continuing Education Department, Apr. 30, 2020  
"Pantone, the Power of color, SS20 Trends," Galleries Lafayette, Galleries Lafayette Studio, VCUarts Qatar Fashion Design Department's Collaboration with Galleries Lafayette, Nov. 20, 2019  
"Non-Stereotypical Fashion Design," the 15th HEYA Arabic Fashion Exhibition, the Doha Exhibition Convention Center, VCUarts Qatar Fashion Design Department's Outreach Event, Oct. 26, 2019  
"Creative Fashion Design Process," the 15th HEYA Arabic Fashion Exhibition, the Doha Exhibition Convention Center, VCUartsQatar Fashion Design Department's Outreach Event, Apr. 2019  
"Digital Pattern Development," Celebrate Fashion & Beauty Month event, Doha Festival City, VCUarts Qatar Fashion Design Department's Outreach Event, Feb. 2019  
"Pattern Story," the Shop Qatar Design District Event, the Doha Exhibition Convention Center, VCUarts Qatar Fashion Design Department's Outreach Event, Jan. 2019  
"Contemporary Textile Pattern Development," the 14th HEYA Arabic Fashion Exhibition, the Doha Exhibition Convention Center, VCUarts Qatar Fashion Design Department's Outreach Event, Oct. 2018  
"Fashion Design in Digital Era," the 13th HEYA Arabic Fashion Exhibition, the Doha Exhibition Convention Center, VCUarts Qatar Fashion Design Department's Outreach Event, Apr. 2018

"What Fashion Illustration Means," the 12th HEYA Arabic Fashion Exhibition, the Doha Exhibition Convention Center, VCUarts Qatar Fashion Design Department's Outreach Event, Nov. 2017

## Conference Presentations:

**Hekayat**, Behind The Scenes, Tasmeem International Art and Design Conference, VCUarts Qatar, Doha, Qatar, Mar. 2019

**Hybrid Collection**, 2013 Tasmeem International Conference, Student Center, EC, Doha, Qatar, Mar. 2013

**Tasmeem Synapse Project**, Health and Well-being: Design as a Link, Tasmeem International Conference, VCUarts Qatar, Doha, Qatar, Mar. 2011

## Awards and Achievements:

- Merit, Faculty Annual Review, ASU, 2024 – 2025
- Merit, Faculty Annual Review, ASU, 2023 – 2024
- Graduate Fellowship Award, MFA in Design Studies, VCUarts Qatar, Aug. 2015 – Apr. 2017
- Top ten short-listed, Haper's Bazaar Arabia Fashion Illustration Competition Juried by David Downton, Dubai, Oct. 4, 2012
- Invited to represent the Class of 2012 as a valedictorian at VCU Commencement, VCU and VCUarts, Richmond, VA, USA, May 2012
- Valedictorian of the Class of 2012, VCUarts Qatar, Doha, Qatar, May 2012
- Golden Needle Award for Most Outstanding Senior, VCUarts Qatar Annual Fashion Show, Doha, Qatar, Apr. 2012
- The President's Award Nominee, Education City (EC), Qatar Foundation (QF), Doha, Qatar, Feb. 2012
- Dean's Honors Recognition for Eight Semesters, VCUarts Qatar, 2008 – 2012
- VCUarts Qatar Dean's Scholarship Award, Sept. 2011
- Nominee for a member of the Honor Society of Phi Kappa Phi, USA, Oct. 2011
- Golden Needle Award for Most Outstanding Junior Collection, VCUarts Qatar Annual Fashion Show, Apr. 2011
- Three apparel designs chosen for promotional items, Tasmeem International Conference, VCUarts Qatar Design store, Mar. 2011
- Qatar Foundation Scholarship Award, EC, Doha, Qatar, Jan. 2011
- VCUarts Qatar Scholarship Award, Sept. 2010
- Golden Needle Award for Best Sophomore Collection, VCUarts Qatar Annual Fashion Show, May 2010
- Sara Abdul Ghani Fashion Scholarship Award, VCUarts Qatar, Aug. 2009
- First Place Award Winner, Qatar World Arabian Horse Race Trophy Design Competition, Produced in solid gold, Apr. 2009
- College of North Atlantic—Qatar (CNAQ) President's Award for Academic Excellence, July 2008
- Honors Recognition at CNAQ for four semesters, 2006 – 2008
- Highest Achiever Award and Scholarship, CNAQ, Aug. 2007

## Bibliography:

- *I Love Qatar*, "17th Heya wraps up five days of fashion, trends and inspiration," News, Dec. 2, 2020
- *The Gulf Times*, "The all-rounder," Community, Aug. 14, 2016
- *Glam*, "Made In Qatar," Doha, Qatar, Apr. 2013
- *Glam*, "Stories from the Region," Doha, Qatar, May 2012
- *Qatar Foundation Telegraph*, Education City, Qatar Foundation, Doha, Qatar, May 2012
- *Harpers' Bazaar Arabia*, Marker Illustration, Autumn/Winter 2012
- *Woman Today*, "One of Many, VCUarts Qatar Fashion Show," Doha, Qatar, June 2010

# Service to University:

At HIDA, ASU:

## ASU FIDM

**Advisor,** Style Line Club, ASU, Phoenix, AZ, Spring 2025 - Fall 2025

**Faculty service,** Wrote recommendation letters for Fashion Internship Opportunities such as SER.O.YA, PHOENIX, Abercrombie & Fitch, Anthropologie Apparel, Victoria's Secret, & Anthropologie Apparel, Fall 2025

**Faculty Meeting,** Discussed Fashion Illustration Class Content and Supplementary Tools, Fall 2025

**Faculty Meeting,** Discussed Flat Patternmaking I Class Content and Syllabus, Fall 2025

**Faculty Meeting,** Regular ASU FIDM, Spring 2023 – Fall 2025

**Attendee,** Supported the ASU FIDM's Capstone Critique and Presentation, FOF, ASU FIDM, Dec. 12, 2025

**Workshop Provider,** Conducted ASU FIDM Fashion Club Day, FOF, Phoenix, AZ, Nov. 7, 2025

**Attendee,** Supported the ASU FIDM's event for Compassion with Fashion 2025, Arizona Humane Society, Oct. 19, 2025

**Attendee,** Textile Innovation and Design Talk: FeltLOOM, Lanette Freitag and Greg Fields, ASU FIDM, FOF, Arizona, Sept. 16, 2025

**Attendee,** Attended the ASU FIDM's Annual Fashion Showcase, Uncertainty, Apr. 12, 2025

**Faculty service,** Attended the ASU FIDM's Annual Fashion Symposium, Apr. 11, 2025

**Director,** Honors Thesis Oral Defense, Barrett Advising, FOF 330, Downtown Phoenix, AZ, Apr. 14, 2025

**Director,** Honors Thesis Oral Defense, Barrett Advising, FOF 330, Downtown Phoenix, AZ, Apr. 2, 2025

**Workshop Coordinator,** Proposed HIDA Day 2025 Workshop Options on Mar. 4, ASU, AZ, Jan 9 - 11, 2025

**Interviewee,** Promotional Video for ASU FIDM Downtown Phoenix, AZ, Dec. 19, 2024

**Workshop Coordinator,** Phoenix Fashion Club Day, FOF 350, Phoenix, AZ, Nov. 15, 2024

**Attendee,** Supported the ASU FIDM's event for Compassion with Fashion 2024, Arizona Humane Society, Oct. 6, 2024

**Faculty Meeting,** Discussed Fashion Illustration Class Content and Supplementary Tools, Spring 2025

**Faculty Meeting,** Discussed Fashion Illustration Class Content and Supplementary Tools, Fall 2024

**Interviewee,** Promotional Video for Fall Welcome Evening organized by Edson E+I and HIDA OSS, FOF 346, ASU FIDM Instagram Downtown Phoenix, AZ, Aug. 29, Fall 2024

**Faculty service,** Wrote Persona letters for Fashion Collection Development Class Students, ASU FIDM, Downtown Phoenix, Spring 2024 – Fall 2024

**Faculty service,** Wrote recommendation letters for Fashion Internship Opportunities such as Victoria's Secret, Gap Inc, & Anthropologie Apparel, Fall 2024

**Attendee,** Fashion Leadership: Rene Parsons, PXG Apparel, ASU FIDM, FOF, Arizona, Nov 18, 2024

**Faculty service,** Coordinated for a Fashion Illustration Workshop for the FOF Fashion Club Day Event, ASU FIDM, Downtown Phoenix, Nov. 15, 2024

**Attendee,** Attended the Solstiss lace event, ASU FIDM, Downtown Phoenix, Oct. 17, 2024

**Attendee,** Attended the ASU FIDM's event for Compassion with Fashion 2024, Arizona Humane Society, Oct. 6, 2024

**Faculty service,** Submitted an AI Innovation Challenge Proposal, Office of the University Provost, Tempe, ASU, Apr. 15, 2024

**Attendee,** Attended the ASU FIDM's Annual Fashion Showcase, Uncertainty, Apr. 13, 2024

**Faculty service,** Attended the ASU FIDM's Annual Fashion Symposium, Apr. 12, 2024

**Faculty service,** Attended workshops by Jo Baker Waters Masterclasses, LA based ASU FIDM faculty, Mar. 15, 2024

**Faculty Service,** Displayed Students' Final Project for All Three Sessions, Fashion Illustration I, Fall 2023 – Spring 2024

**Fashion Design I Team:** Curriculum Revision, Spring 2023 – Fall 2024

- Discussed the course contents and class materials

**Faculty Service,** Fashion Illustration I Barrett Honors Contracts, Fall 2023

**Creative Design Committee**, Curriculum Discussion and Program Evaluation, Oct. 2023 – Nov. 2023

- Discussed the program goals and course objectives

At VCUarts Qatar:

**FASHION DESIGN DEPARTMENT**

**Chaperone**, Seoul, Korea, Fashion Design, VCUarts Qatar, Nov. 2022

- Coordinated itinerary and researched transportation
- Communicated instructions and daily schedules

**Faculty service**, Consolidating Department Class Supply Purchasing List, VCUarts Qatar, Fall 2019 – Fall 2022

**Faculty service**, Participated in VCUarts Qatar's annual fashion show rehearsal, May 2022

**Faculty service**, Organized class materials for Art Foundation Project Studio Class (ARTF139) in Canvas, VCUarts Qatar, Spring 2022

**Faculty service**, Assisted Art Foundation Project Studio Class (ARTF139) and organized class materials in Canvas, VCUarts Qatar, Spring 2021

**Presenter**, "Design Practices," Pecha Kucha Event for Art Foundation Program, Atrium, Fashion Design Department's Event, VCUarts Qatar, Jan. 2019 and Jan. 2020

**Faculty service**, Organized and displayed class materials for Patternmaking, Construction Techniques and Computers for Fashion Design for external review, VCUarts Qatar, Oct, 2019

**Faculty service**, Technology Advisory Committee, VCUarts Qatar, Fall 2019

**Faculty service**, Exhibited class activities for Computers for Fashion Design: Spring Semester 2019, Project Spaces, Reborn Patterns, VCUarts Qatar gallery, Fall 2019

**Chaperone**, Richmond and New York, USA, Fashion Design, VCUarts Qatar, May 2019

- Monitored daily schedules and organized communication channels
- Communicated instructions, daily schedules with fashion group members and the Student Affairs team leader
- Coordinated daily activities, including transportation and meeting points
- Assisted with visits to Naeem Khan's Atelier, Fashion Snoops, Abasi Rosborough, and Preview Textile in New York
- Assisted networking through the VCU Fashion alumni event at Crescala Fashion Development in New York

**Faculty service**, Participated in VCUarts Qatar's annual fashion show rehearsal, May 2019

**Faculty service**, Participated in VCUarts Qatar's annual fashion show jury event, Apr. 2019

**Juror**, Jury for Richmond seniors for exchange fashion show event, VCUarts Qatar, Doha, Qatar, Apr. 2019  
Examined series of garments and evaluated for three award winners

**Faculty service**, Participated in VCUarts Qatar's annual fashion show model casting call event, Mar. 2019

**Faculty service**, Coordinated hair and makeup teams with models, VCUarts Qatar's annual fashion show, May 2018

**Faculty service**, Evaluated garments during the technical jury for VCUarts Qatar's annual fashion show, Apr. 2018

**Faculty service**, Assisted VCUarts Qatar's annual fashion show model casting call and selection committee, Mar. 2018

**Faculty service**, Exhibited class activities for Computers for Fashion Design, VCUarts Qatar gallery, Spring 2018

**Chaperone**, Tokyo, Japan, Fashion Design, VCUarts Qatar, Oct. – Nov. 2016

- Assisted with daily activities, monitored daily schedules, and coordinated visits and transportation

**Chaperone**, Seoul Korea, Fashion Design, VCUarts Qatar, Oct. – Nov. 2013

- Assisted with itinerary and discussed budgeting
- Researched transportation and activities
- Reviewed daily schedules, set communication channels, and coordinated all the visits
- Communicated instructions and daily schedules and coordinated daily activities, including transportation and meeting points

**Chaperone**, Shanghai and Hong Kong, China, Fashion Design, VCUarts Qatar, Oct. – Nov. 2012

- Assisted with daily activities
- Monitored daily schedules, set communication channels, and coordinated all the visits

## Service to the Community:

In USA:

**Artist**, Conducted a collage workshop for Step Gallery visitors, Step Gallery, AZ, Nov. 7, 2025

**Recommender**, Writing a recommendation letter for Aljohara Hassan A H AlSharif for her MSc in Marketing application, University of BATH, UK, Feb. 3, 2025

**Recommender**, Writing a recommendation letter for Dana Ahmed for her MFA in Design Studies application VCUarts, Jan. 15, 2025

**Consultant**, Provided probono lecture notes to a 7th grade's history project on fashion, Rose Hill Middle School, Redmond, Washington, Apr. 19 – May 1, 2024

Outside USA:

**Performer, Korean Thanksgiving Festival**, Korean Drum 'SamulNori,' Korean Association, Oct. 2015

**Performer, Korean Cultural Day**, Korean Drum 'SamulNori,' Intercontinental Doha City, Korean Embassy, May 2014

**Performer, Coffee House Culture Event**, Cultural Performance Event, Weill Cornell Medical College-Qatar, Mar. 2014

**Pro Bono, Book Fair Project**, Sorted over 300 books and visual audio disks as well as coded them using the Online Computer Library Center (OCLC) system, Embassy of Korea, Qatar, Feb. – May 2013

**Translator**, Attended meeting at Ashigal and Kharamaa for the Korean Delegations, Nov. 2013

**Coordinator**, Assisted Filmings Qatar Foundation, Donga Channel A, Doha, Qatar, July – Nov. 2013

**Introducer, The Hamad Bin Khalifa Symposium on Islamic Art**, Museum of Islamic Art, Oct. 2011

**Photographer, Qatar National Day Documentary Project**, Artists of Qatar Artists Association, organized by Social Development Center in Qatar, Souq Waqif Art Center, Dec. 2011

**Participant, The Doha Debate Club**, VCUarts Qatar and QF, 2009 – 2010

**Tax Law Update Seminar Participant**, Ernst & Young, Doha, Qatar, Mar. 2010

**Performer, The Wicked Musical**, Education City (EC), Qatar Foundation (QF), Jan. – Apr. 2009

**Educational Musical Co-Producers**, Plagiarism Play, The Copy Cat, at Teaching and Learning Center of College of North Atlantic—Qatar (CNAQ), Doha, Qatar, 2007 – 2008

**Korean Booth Organizer for CNAQ Annual Global Village Event**, Set up the booth, CNAQ, Doha, Qatar, Feb. 2007

**Translator, Korean Sailing Association for the Doha Asian Games**, Korean Overseas Trading Association, Doha, Qatar, 2005

## Service to Profession, Fashion Design:

In USA:

**Fabric Panel Pattern Designer**, Pattern motif development based on the project brief for the Popular Music Program, School of Music, Dance and Theatre, HIDA, ASU, Downtown Phoenix, Dec. 2023 - ongoing

**Instructor**, Conducted a Fashion Illustration Workshop for FOF HIDA Open Door, ASU FIDM, Downtown Phoenix, Feb. 1, 2025

**Instructor**, Conducted a Fashion Illustration Workshop for FOF Fall Welcome, ASU FIDM, Downtown Phoenix, Aug. 29, 2024

Outside USA:



**Instructor, Intro to Design Thinking**, Online, Summer 2022, July 4, 2022

**Master-Class Instructor**, A Master-class proposal on Nostalgia and Design, Community and Continuation Education Department, VCUarts Qatar, Doha, Qatar, June 21, 2022

- Developed a five-day master class brief on nostalgia and design to be conducted in December, 2022, for the Misk Art Institute, Saudi Arabia

**Auditor**, Fashion Seminar FASH490 Audit, CLO 3D by Greg Rosborough, Online, Fashion Department, VCUarts Qatar, Doha, Qatar, Jan. – Feb. 2022

**Designer**, Promotional Video Production for the 18th edition of “Heya” Arabian Fashion Exhibition organised by Qatar Tourism and Qatar Business Events Corporation (QBEC), Doha Exhibition and Convention Centre (DECC), Doha, Qatar, Sept. 8 – Oct. 31, 2021

- Collaborated with a promotional video production team for the “Heya” event to be held in Dec. 12-17, 2021

**Juror**, QDB Hackathon Jury, Scale 7, M7, Qatar Museums, Doha, Qatar, Oct. 3, 2020

**Mentor**, QDB Hackathon, Scale 7, M7, Qatar Museums, Doha, Qatar, Sept. 30 – Oct. 2, 2020

**Instructor, Intro to Design Thinking and Entrepreneurship**, Online, Apr. 29 – 30, 2020

**Fashion Illustrator**, Conducted a fashion illustration project for Al Hazm Mall, Style de Vie, Sept. 11 – 12, 2019

**Juror**, Fashion Show Jury, VCUarts Qatar, Doha, Qatar, April, 2014

- Examined series of students’ collections presented by sophomores, juniors, and seniors
- Evaluated giving comments and marks for selection for VCUarts Qatar’s annual fashion show 2014

**JuHwang Co-founder/Designer**, Process of branding and line development, Selling Contemporary Modest Woman’s Wear, Doha, Qatar, Re-branded since Nov 2017, Since Mar. 2013

- Sell fashion products

**Founder/Designer** Infashionteria, Developed collections, Organized trunk shows, Instagram, Doha, Qatar, May 2011 – Feb. 2013

- Sold Modest Woman’s Ready-to-Wear,

**Fashion Show Director, National Costumes, Dances, and Cultural Performances**, The Korean Costume Gala Show, The Wives of Ambassadors and Heads of Mission (WOHOM), Al Rayyan Theater, at Al Mirqab Boutique Hotel, Doha, Sept. – Oct. 2013

- Organized Korean traditional costumes, model casting and directed catwalk choreography
- Conducted catwalk rehearsals, monitored the backstage, and styled costumes

**Costume Designer/Costume Standby**, Doha Film Institute (DFI), Hazawi Project, Doha, Qatar, May – July 2013

**Participated in the Hazawi short movie project which made four short films, such as** *Three* by Nayla Al Khaja (UAE); *Eye and Mermaid* by Shahad Ameen Kingdom of Saudi Arabia); *A Dream* by Faisal Al Duwaisan (Kuwait); and *Shway Shway, Shoo Shoo* by Ann Sobel & Aisha Al Muqla (Qatari Resident, Bahrain).

- Major involvement was to design, construct, purchase, and prepare costumes for the roles and attend production meetings. Also organized and handled garments for shooting as a costume standby.
- Attended production meetings to discuss the scripts to learn about the personalities of the characters and researched the clothing styles for the setting. Discussed theme to interpret concept of the costumes.
- Discussed team planning to overview design process from initial design sketches, pattern making, sewing, material or fabric purchase, final design construction. Discussed details of fabric texture, accessories, such as jewelry, shoes, hats and color. Organized all the prepared costumes for the shot sequences and coordinated with the makeup and hair team for dressing efficiently. Managed costume changes according to the list of shots during shooting

**Production development coordinator, SIDRA Hospital Uniform Project**, Center for Research In Design (CRID, VCUarts Qatar, Doha, Qatar, Dec. 2012 – Jan. 2013

- Provided support to design team members for sampling process, ensuring effective communication to the team designers when needs arise
- Supported the overall sample design development process and assisted key decision processes and events, including fitting, sample line up, recorded changes or requirements in specification sheets, and updated tech packs



- Collaborated with overseas vendors, partners, and the design team members, with clear, concise and effective communication, to meet project deadlines
- Researched trends and design elements to formulate presentations for bedsheets for different groups of patients such as VIP, children, and women in childbirth and pregnancy
- Assisted documentation on sample development projects, liaising with overseas manufacturing factories to ensure sample delivery, test fitting, and purchase orders

**Qatar Pattern Book Project**, Contemporary Architectural Pattern Design, Tim Makower Architect, July – Nov. 2012

- Attended meetings for project briefs to update direction of pattern motif development
- Photographed inspirations and developed pattern motifs, which were transferred into pattern modules, using Adobe Photoshop and Illustrator, followed by documentation of processes

**Fashion Show Producer/Director**, Collective Korean Traditional Attire (Hanbok in Korean) Fashion Show for the Cultural Event, International Potluck Ladies Club, Doha, Qatar, Aug. – Oct. 2012

- Produced the Korean costume fashion show, including planning the production; developing a concept; arranging the venue; preparing clothing; model casting; creating hair and makeup concept; preparing music; choreographed catwalks; and recruiting participants, such as dressers, makeup and hair artists, garment and accessory coordinators, stylists, photographers, backstage monitors, and ushers.
- Negotiated with sponsors for their sponsorships to set up a reception and to cover overall cost.

**Fashion Show Production**, Participated as a Student Executive Producer, VCUarts Qatar, Jan. – Apr. 2012

**Better Than Jam**, Internship, Brooklyn, New York, USA, July – Aug. 2011

- Assisted with the screen print process for dresses, hair bands, and T-shirts and practiced designing motifs and screen printing mostly on cotton jerseys
- Supported retail personnel and assisted with finishing, mostly hemming T-shirts
- Assisted with item display in the store and with product sales through collective bazaar events outside the studio
- Documented daily activities for production flow

**Fashion Show Invitation Committee**, Invitation Committee, VCUarts Qatar, Annual Fashion Show, Jan. – Apr. 2011

**Fashion Show Children Committee**, Model Casting and Size Measurement, VCUarts Qatar, Annual Fashion Show, 2010

## Skills:

- Architectural Pattern Development: Adobe Photoshop and Illustrator
- Digital Fabrication: Rhino, Grasshopper, Laser Cutter, and 3D Print
- Digital textile pattern design: Adobe Illustrator and Lectra
- Photography and Video Making: Adobe Photoshop, Premiere and Final Cut Pro
- Interactive Media: Basic Arduino
- Additional software: Microsoft office, Keynotes, Power Point, Excel, Adobe InDesign
- Production of Advertising Tools: look books, brochures, business cards, and shopping bags.
- Garment construction skills with fine sewing skills, tailoring, draping and pattern making
- Technical drawing: Adobe Illustrator
- Fashion Illustration: Illustrator, Photoshop and by hand in dry and wet media (graphite, watercolor, gouache)
- Digital Pattern making: Adobe Illustrator, Lectra and CLO (3D Fashion Design Software)
- Production of window displays for fashion and product advertising
- Painting and Printmaking: lithograph printing, etching, dry point printing, watercolor painting, and oil painting
- Digital Embroidery Skills
- Business practices and policies: Accounting and Marketing, contract and labour law in Qatar
- Strong communication skills in writing and presentation
- Excellent analytical and research abilities
- Speak and write English and Korean fluently as well as a bit of Chinese and Japanese

## Professional Development:

### A. Workshops

#### In USA:

##### ASU

**Master Class for Teaching Online**, Participated in pedagogy-focused workshop online, EdPlus Digital Learning, ASU, July 7 - 20, 2025

##### ASU, TEMPE

**Digitally Enhanced Teaching and Learning Committee**, Attended a conference on policies, practices and innovations shaping digitally enhanced teaching and learning (Canvas), The Office of the University Provost, ASU, Tempe, Nov 30, 2023

##### ASU FIDM

**Digital Embroider Training**, ASU FIDM, FOF, Arizona, Fall 2023

### B. Fashion Events

#### In USA:

**Attendee**, Arizona Fashion Week (AZFW) Runway, Abbey, Downtwon Pheonix, Arizona, Nov. 17, 2024

**Attendee**, Attended a fashion Magic Las Vegas for forecast and market segmentation, Las Vegas, Aug 19 – 21, 2024

**Researcher**, Navigated trendy fabrics, Dong Dae Mun Fashion Market, Seoul Korea, July 10 – 14, 2024

## Professional Experience, Business Management:

**Accounting and Tax Audit Consultancy**, Branch, MooJee Co., Doha, Qatar, Sept. 2008 – Aug. 2010

- Provided service for bookkeeping and tax auditing for those companies having branch offices in Qatar
- Supervised documentation according to accounting principles
- Handled reconciliation in special ledger of vendors and purchase orders
- Supervised accounting employees
- Attended educational seminars or meetings to update with any changes in regulations with procedures in accounting and tax auditing

**Tax Auditor and Corporate Income Tax Compliance Officer**, Ernst & Young, Qatar, May 2008 – Aug. 2008

- Examined business activities studying all types of tax documents, receipts, and financial records to perform financial audits and analysed financial data to determine the correct amount of taxable income, applicable deductions, and non-taxable expenses
- Interpreted tax laws and regulations to apply auditing procedures and communicated these regulations to taxpayers; coordinated taxes and tax reports between taxpayers and tax department; and reported findings for tax filing
- Analysed information, communicated compliance to taxpayers, and coordinated the necessary procedures; assisted recommendations for tax compliance and tax payments; and investigated required tax payment for clients and advised them. Examined the accuracy of any credits and deductions for taxpayers

**Tax Audit and Corporate Income Tax Compliance Intern**, Ernst & Young, Doha, Qatar, Mar. 2008 – Apr. 2008

- Participated in educational workshops or meetings for professional and technical knowledge
- Attended professional training programs or seminars for updates in regulations and procedures
- Assisted with accounting analysis and tax base analysis
- Assisted Tax Audit personnel and corresponded Tax Declaration between Qatar Tax Department and clients, such as Future Pipe, Dodsai, JGEC, and MERSK Oil, in addition to mediating the Income Tax Declaration for companies that are related to the Doha Asian Games with deemed profit tax auditing

**Co-Founder/Production and Retail Manager**, MooJee Co., Doha, Qatar, May 2007 – Mar. 2008

Managed and coached the production team in the development of all phases of manufacturing work flow, including planning, material inventory, specifications; design details, documentation, packaging, and tags, according to promotional plans. Supervised employees to communicate their daily production plans and organized work flow

- Supported buying textiles, trimmings, accessories for bedsheets and specialty clothing like women's golf wear and safety overalls; monitored outcomes according to specifications; and evaluated productivity and efficiency
- Developed assortment plans for interior goods, such as sets of bedsheets, artificial flowers, and table spreads, which allowed the material purchasing team to meet the requirements of the finished goods for desires and needs of customers.
- Formulated pricing, promotional strategies, and marketing plans to find right consumers, to meet their demand, and to ensure forward thinking in preparing assortments for appropriate target groups. Negotiated with vendors regarding payment terms, exclusive items, pricing, gross margin assistance, and cooperative advertising. Developed financial plans; discussed ways to increase gross margins; and revised financial objectives and coordinated sales records, expenditures, bookkeeping, and financial statements
- Developed store and booth operational requirements by identifying activities, scheduling, and assigning employees in addition to recruiting, orienting, and training employees for retail. Also handled operational scheduling, coaching, counselling, and disciplining employees for pricing, security, maintaining the store or kiosks safe. Ensured availability of goods; maintained inventories and supervised sales records and production cost. Supervised retail operations by initiating daily briefs; coordinating and enforcing operational procedures and personnel policies. Also reviewed sales activities, determined additional needs of sales promotion or clearance sales, along with coaching employees to monitor consumers' buying patterns or trends
- Coordinated marketing strategy changes by reviewing operating and financial flow

**Accounting Manager**, Accounting and Office Management, SHI-Qatar Co., Doha, Qatar, Sept. 2004 – Apr. 2007

- Managed and monitored the daily operations of the Accounting Department
- Established monthly and year-end processes, including overseeing accounts payable/receivable, cash receipts, general ledger, payroll and utilities, treasury, budgeting, cash flow, revenue and expenditure variance analysis, capital assets reconciliation, check runs, fixed asset activity, debt activity, documentation of daily transactions, inventory updates, and so on
- Monitored and analysed accounting data and produced financial reports or statements, established methods for bookkeeping and enforced accounting policies and principles, and updated computerized accounting software
- Monitored accounting systems and procedures, performed reconciliation, established procedures of documentation, maintained fiscal files and records for all transactions
- Assigned responsibilities individually to ensure compliance and accuracy and provided recommendations
- Coordinated and completed annual audits with Ernst & Young in Qatar
- Completed tax compliance by accomplishing financial accounting objectives
- Attended programs to enhance knowledge on bookkeeping, accounting principles, practices, standards, laws and regulations; coordinated purchase orders and delivery notes; and trained new employees