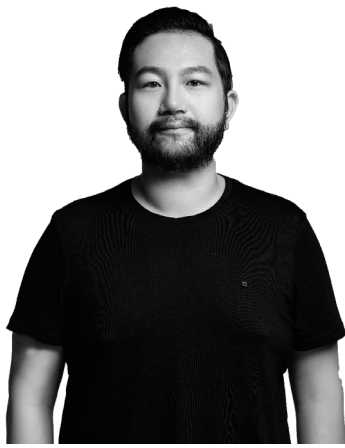




YA - SHENG YU

PAOLO

SPORT APPAREL DESIGNER & FASHION LUXURY BRAND MANAGER

Web

Linkedin

My creative input is a combination of modern elegance and street style with a strong digital design presentation, and creative representation of ideas and colors that change the "status quo", specializing in fabric creation, also with business skills and product development skills in the luxury & fashion industries

CONTACT INFORMATION

+39 3668391546
as946103@gmail.com
via dei vecchietti 1, Firenze
, Toscana Italy 50123

LICENSE . RESIDENCY

- IPermesso di soggiorno
: lavoro autonomo
- Italian driver's license AM,B

LANGUAGE SKILLS

- Italian
- English
- Taiwanese
- Chinese

PROFESSIONAL SKILLS

- Microsoft Office
Word, Excel, Powerpoint
- Adobe
Photoshop, Illustration, InDesign
- Clo 3D

PROFESSIONAL SOFT SKILLS

- Fashion Illustration
- Italian Design Focus
- Layout design skill
- Technical Drawing
- Hand/ Machin Sewing
- Trend Research
- Fabric and Trim Sourcing

- Fashion Vocabulary
- American fashion business
analysis
- showroom photography
- Historical analysis and
maintenance
of European clothing

- KPI skills
- Project Management Skills
- Commodity inventory management
- Fashion brand operating cost
- Product production cost skills
- Productmark up, mark down skill
- Trend Analysis Skills

- Fashion Collection Creation
- Hand Drowing Skill
- Color Board Matching Analysis
- Italian Design Focus
- Layout design skill

EDUCATION

Politecnico di Milano - Polidesign - Fashion Tech Master Apr.2023 - at Present Milano ,IT

Participate in POLIDESIGN's FASHION TECH professional master's degree in 2023, and learn the professional knowledge for Active Wear, Sport Wear fabric knowledge and industry technology required by ACTIVE WEAR. Currently, has worked with well-known sports brands COLMAR, DUCATTI, HOUDINI&POLARTECH,OMP,SALEWA&BENIS ,cooperates and produces projects

Istituto Marangoni - Luxury & Fashion Brand Management Master Oct.2017 - set.2018 Florence,IT

In 2018, the Master in Luxury & Fashion brand Management presented a commercial and design project for Lamborghini,Analyze social media use customer service, and assist in the design of Lamborghini sunglasses and other peripheral products.Completed a second-hand cloth recycling project with Brazilian designer Maria Costa during school, and won the Italian government's new business award.

Istituto Marangoni - Fashion Design Collection Master Oct.2016 - set.2017 Florence,IT

As the first student of Istituto Marangoni Florence campus in 2016, during the Master in Fashion Collection Design, Completed many projects under the guidance of Tutor - Alberto Costabello collaborated on the design project for Italian Lxury menswear brand - Stefano Ricci, Italian womenswear brand - Orciani, and Italian Luxury womenswear brand - Ermanno Scervino.

Fashion Isituto of Technology (FIT) - ESL Business program certificate Jul.2014 New York,USA

2014 Summer exchange student

Hsuan Chuang University - Bachelor of Fine Arts Department of Fashion Design Oct.2012 - Jun.2016 Taipei,TW

Graduated in the top 3 academically, Lay a solid foundation and learn becoming a fashion designer in the school. Recommendation letter from the school to study at Marangoni.

EXPERIENCE

MAGNUFICIENTIA OU - Graphic Designer & Photographer Jun.2020 - at Presen Florence,IT

One of the two founders of MAGNUFICIENTIA OU Luxury, Furniture / Art dealer, the other founder is a well-known American Interior designer Scott Brown (2000 AD American Top 10 Designers), Signed contracts with German auction house HAMPEL and Italian auction house Pandofini and became long-term partners .Currently working as a photographer, editor, promoter, and consumer ,trend analysis in the company, and customer communication.

ERMANNO SCERVINO - Fashion & Digital Graphic Design intern Jun. 2019 - Jan .2020 Florence,IT

In the women's clothing department, RTW, Haute Couture and fabric room assist in the Atelier of clothing styles, design lace, lace typography, design fabric, fabric typography, assist in photoshop coloring of clothing and shoes, assist in making trend color editions, and fashion trend analysis , Fabric search, Fabric analysis, and use EXCEL to assist in ordering fabrics, tracking fabric arrivals and counting the amount.Participate in Milan Fashion Week 2020 S/S and 2021A/W .Received the company's recommendation letter in January 2020.

NADA LIN - RTW WOMANS WEAR Fashion Design intern Jul.2013 Taipei,TW

In the summer of 2013 as an intern at NADA LIN (Taiwanese luxury haute couture Designr Brand), and was highly praised by the NADA LIN designer herself.

EXHIBITIONS

FDC Young Designer Award 2017 Nov.2017 London,UK

On November 16, 2017, the "Crossroads" Women's Collection was invited to London participate in the FDC Young Designer Award 2017, and won the praise of many fashion bloggers and fashion reporters.

10TH PREMIO VALCELLINA AWARD Apr.2017 - May.2017 Maniago,IT

2017 8 Apr - 28 May outfit Works - The "Aristocrats" were invited to participate in the 10 TH PREMIO VALCELLINA AWARD exhibition and exhibited at the Association Le Arti Tessili in the Maniago Museum, Italy, and the work was published in the Italian newspaper.