BOWEN ZHENG

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London, UK

Education

2017-2021: BA Fashion Design with Knitwear (First-class honours), Central Saint Martins College of Arts and Design, London, UK

2020　　：Luxury Fashion for Professionals, Istituto Marangoni, Shanghai, China

2016-2017: Foundation Diploma in Art and Design: Fashion and Textiles, Central Saint Martins College of Arts and Design, London, UK

Experience

Knitwear Design assistant, Knitwear Lab, Almere, Netherlands — 2020

- Prepared mood board and research board, developed primary research into 3D work for new collection.
- Hand sketched and using Procreate for design development, visualized and applied the design idea to the product.
- Used Adobe Illustrator, Photoshop for designing the new knitwear accessory line, made factory standard technical files for production.
- Used Adobe Bridge to edit product photos for the official website.
- Assisted with STOLL machine for knitwear production.

Patrizia Pepe Collaboration project 'Digital strategy on RED' for China market, 2020

- Used SWOT analysis and competitor study, comparing social listening and local movements, created assets and omichannel event that embraced the brand image
- Initiated a style campaign and a new digital strategy on REDBOOK that fits the local market, increased the brand awareness among millennial and Generation Z in China digital market.

Puma Collaboration project – 2018

- Researched and communicated with sustainable yarn sponsor Unifi, developed knitwear sample on dubied machine for puma capsule collection.
- Combined digital and heat transfer print with knit samples
- Developed hand sketches into 3D work, transformed draping to paper patterns, adjusted patterns into fitted sizes.
- Initiated timeline and plans for each group members, motivated individuals to work under a fast pace, being supportive and communicating with efficiency, that helped the group to meet every deadline.

Showroom assistant, Shanghai Fashion Week, Shanghai – 2017

- Communicated with buyers and assisting sales tasks, acknowledged them the legal terms, styles and making daily reports for samples and arranging showroom tasks.

Short Courses

Pattern Making Womenswear, Istituto Marangoni, Shanghai, China
Draping, Istituto Marangoni, Shanghai, China
French embroidery, L' atelier de Broderie, Shanghai, China

Skills	Strong hand drawing skills & fashion illustration / In depth research skills / Good team player / Dubied & Domestic Knitting machine / Pattern making / Draping / Fabric manipulation / French embroidery / Print development / Good sewing skills / Adobe Illustrator / Adobe Photoshop / Adobe InDesign / Adobe Premiere Pro CC / ProCreate
Languages	Chinese (Native) / English (Bilingual proficiency) / French (A2 level)
Achievements	Graduate Collection 2021 - published on I-D, Dazed, 1 Granary