




# STEPHANIE IP

MULTIDISCIPLINARY INFJ DESIGNER + DEVELOPER

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## EDUCATION

### Interaction Design Foundation

Jul - Oct 2020, Remote

Certificate / UX Design Bootcamp

### PARSONS

#### The New School for Design

Aug 2008 - May 2012, New York

BFA / Fashion Design  
Specialized in Sustainability and Womenswear design

## SKILLS

**UX/UI** User Journeys, Personas, Use Cases, Wireframing, Prototyping, User Flows, Usability Testing, KPI's, Experience Strategy, Interaction Design, Information Architecture, Competitive Analysis

**VD** Graphic Design, Style Guides, Mind Mapping, Thumbnailing, Iconography, Textures, Dieline, Print

**Coding** HTML, CSS, Javascript, Bootstrap, Liquid

**Tools** Adobe Creative Suite, XD, Sketch, Figma, Photoshop, Illustrator, Premier, Pen, Paper

## ACTIVITIES

**Interest** Photography, Painting, Sewing, Yoga, Hiking

**Languages** English, Cantonese, Mandarin, Japanese

**Membership** The Interaction Design Foundation, RYT 200 Certified Yoga Instructor

## EXPERIENCE

### Owner, Head Designer

Sutai Bu

sutaiibu.com  
Jan 2018 - Present  
Los Angeles, CA

### Creative Consultant

SIP by Stephanie Ip

consult.stephanieip.com  
Jun 2012 - Present  
Los Angeles, CA / New York, NY

### Manufacturing Specialist - Softlines

Blizzard Entertainment

blizzardgearstore.com  
Sept 2017 - Apr 2019  
Irvine, CA

### Senior Product Designer

MaCher

macher.com  
Aug 2014 - Dec 2015  
Venice, CA / New York, NY

### Product Manager

YEOHLEE

yeohlee.com  
Jun 2011 - Mar 2014  
New York, NY

## ACCOMPLISHMENTS

- Launched a product line of 200+ SKUs within the first year. Self-managed the entire creative and development process: research, design, prototyping, production, packing, and shipping.
- Adopted and evolving a Shopify theme to match the brand aesthetic, implemented using Liquid, HTML, CSS, and Javascript.
- Managing all PR and marketing, from branding to content creation to event pop-ups.

- Design and develop tailored creative projects, including, but not limited to trend reports, branding, ideation, prototype, production, and ecommerce setup.
- Satisfying clients' wants and needs with a collective mindset, transforming their ideas into sellable products that fulfill market gaps and demands.
- Client list available upon request.

- Liaison between external and internal teams, translated design requests into technical factory terminology, and vice versa, resulting in seamless communication gap.
- Managed 50+ seasonal Softline OEM product categories from sourcing and vetting compliant manufacturers, to competitive price negotiation, to sample development, to product inspection, to shipping and receiving.
- Generated detailed and concise reports with delivery timeline, providing clarity and setting reasonable expectations between internal and external teams in order to achieve goals.

- Worked alongside Account Executives to strategize sellable Gift With Purchase (GWP) products to present and promote clients' product launches, seasonal campaign and holiday sales in the fashion, health & beauty, travel, and food & beverage categories.
- Produced inspiring digital visual presentations, including but not limited to trend reports, design renderings, and animated graphics, paired with physical samples to support Account Executives' client pitch and business meetings.

- Participated in 4 seasonal fashion shows from ideation to production, creating concepts based on collective data including sustainability trends, sales figures analysis, market demand, and fabric availability.
- Oversaw in-house creative development and outsourced factory production progress. Supplied clear and concise timeline reports, provided clarity and transparency to the team for planning and managing expectations.
- Maintained ecommerce site in the areas of product shots, copywriting, inventory management, and order fulfillment.