



April Ly Lam

Looking for job opportunities.

📍 London, UK

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Links

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Languages

Mandarin (Work Proficiency)

English (Work Proficiency)

Cantonese (Native)

About



Experienced fashion designer with 20+ years of expertise in knitwear and apparel design. Developed collections for international brands including ASOS and American Eagle Outfitters. Proficient in CAD, trend analysis, and presentation skills. Strong team player with a positive attitude towards meeting deadlines.

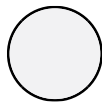
#KnitwearDesign #FashionDesign #GraphicsDesign #ApparelDesign #FashionIllustration #Styling #FashionSense #Intarsia #Jacquard #Stripe #StitchPatternDesign #HandKnitting #Crochet #Embellishment #TrendAnalysis #TrendForecasting #Yarn #Textiles #MaterialSourcing #MoodBoards #DigitalSketching #HandSketching #PresentationBoards
#ProductDevelopment #ComputerAidedDesign #CAD #TechPacks #SampleMeasurement #Specs #PatternGrading #GarmentFitting #GarmentKnitwearConstruction #DatabaseAdministration
#Adobe #Photoshop #Illustrator #InDesign #MicrosoftOffice #Powerpoints #Excels #Words #GoogleSlides #Canva #Shima
#DesignManagement #ProductLifecycleManagement #PresentationSkills #CommercialAwareness #TargetCosting #PricingNegotiations

BRANDS WORKED WITH

- YA FA KNITTING FTY LTD
- HKGTA Town Club
- Cobalt Fashion
- Ok Pharm Ltd
- ClickZ Asia
- Wiseknit Factory Limited
- Tradeventure Apparel Ltd
- Wonderful World Limited
- EBOL Ltd
- Mastina

Experience

- Senior Fashion Designer**
 YA FA KNITTING FTY LTD | May 2022 - Aug 2022
 Work independently with uk fashion brands, mainly focus on ASOS and Inhouse collection.
- Server Barmaid**
 HKGTA Town Club | Dec 2019 - Apr 2022
 Work as a server for the academy lounge, to continually monitor the lounge both outdoor and pantry area to ensure all customers' needs are met. Besides, I mainly work as a hostess, know how to make all the drinks, signature mocktails and cocktails and do the document side jobs. 3 full time staff to run the lounge which has daily openings.
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Senior Fashion Designer
 Cobalt Fashion | Apr 2017 - Oct 2019
 US Junior fast fashion knitwear developer
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Temporary Knitwear Designer
 Cobalt Fashion | Nov 2016 - Feb 2017
- Freelance Graphic Designer**
 Ok Pharm Ltd | Apr 2016 - Nov 2016
 - Exhibition preparation
 - Co-work with the marketing team
 - Event Guide Development & Design
 - Web banners development
 - Brochure & Designs



- **Freelance Graphic Designer**

ClickZ Asia | Mar 2016 - Nov 2016

- Exhibition preparation
- Co-work with the marketing team
- Event Guide Development & Design
- Web banners development
- Brochure & Designs

- **Knitwear Designer**

Wiseknit Factory Limited | Aug 2013 - Aug 2015

- Sweater for USA market
- Trading and Export (USA market: Chico, Back House White Market, Dillard's Junior)
- Handle the clients requirement, draw cads and a little bit sample development of women wear.

- **Knitwear Designer**

Tradeventure Apparel Ltd | May 2012 - Jul 2013

- Trading and Export (USA market: JC Penny)
- Women, Men, Kids development Sample

- **Fashion Designer**

Wonderful World Limited | Mar 2008 - May 2010

- Retail store of Hong Kong and China Mainland
- Development of whole range design for fashion kids wear and baby wear (Brand: Winnie the Pooh)

- **Knitwear Designer**

EBOL Ltd | May 2006 - May 2007

- European Garments
- Handle the sweater design and sample development of women wear and little bit menswear

- **Fashion Designer**

Mastina | Oct 2003 - May 2006

- Asia Garments
- Develop whole range design for young Women (casual wear)

Education & Training

2015 - 2016

- **Hong Kong Design Institute**

High Diploma,

1999 - 2001

- **The Hong Kong Institute of Education**

Diploma,