

Karissa Lew

Strong apparel designer with excellent team-working skills and a background in marketing and tech. Aptitude for cross-functional team work, product development, technical illustration and design. Highly detail- and results-oriented with passion and enthusiasm for delighting customers and creating cool, high quality goods and experiences.

CORE COMPETENCIES

Apparel Design and Construction

- Garment Construction, Fitting, Measuring
- Patternmaking and Grading
- Technical Spec Packet Development
- Technical Sketching
- Optitex

Technical and Professional

- Adobe Illustrator, Photoshop, InDesign
- Project Management
- MS Office Suite
- Email Marketing & Web Analytics
- CRM/Customer Lifecycle Management

EDUCATION

School of Apparel Design & Development, Seattle Central College; Seattle, WA

Associate of Applied Science; Dean's List
June 2016

University of Puget Sound; Tacoma, WA

Bachelors of Arts, Double Major in Music and
German

AWARDS and AFFILIATIONS

- 2015 Winner, Trash to Treasures Design Contest, NW Asian Weekly/Dragon Fest
- James D. Hoyt Memorial Scholarship Recipient
- Fulbright Fellow, 2003: English Language Teaching Assistant, Hamburg, Germany
- Active violinist in Seattle music community; past violin teacher
- German language proficiency
- SCUBA certified

PROFESSIONAL EXPERIENCE

School of Apparel Design & Development, Seattle Central College

Seattle, WA
Academic Tutor Sep 2015 – Jun 2016

- Chosen to assist fellow first and second year students with patternmaking, construction, tech packs, assorted AD&D coursework.

PROFESSIONAL EXPERIENCE (cont.)

Cicada Bridal

Seattle, WA

Bridal Associate Intern

Sep 2015 – Nov 2015

- Assisted with bridal gown photo shoot, consulted with brides and customers on their ideal dresses, worked independently to hand-stitch fine beadwork and embroidery on high-end gowns, maintained retail floor.

Swift Industries

Seattle, WA

Production Intern

Jun 2015 – Sep 2015

- Sewed bags and linings in production setting, sourced new product vendors, digitized and maintained parts book, organized office workflow.

OHA Vital Organic Skincare

Seattle, WA

Digital Marketing Manager

Sep 2014 – Present

- Drove digital marketing efforts and managed the social media presence and campaigns for OHA Skincare, a local, natural skincare line.

Meteor Entertainment

Seattle, WA

CRM Manager

Jan 2013 – Dec 2013

- Developed, managed, and coordinated all email campaigns from strategy through to concept, production, testing, delivery, and analysis.

WhatCounts, Inc.

Seattle, WA

Senior Analyst, Strategic Services

May 2012 - Dec 2012

- Collaborated with clients and external partners through in-depth program analysis, end-to-end customer lifecycle planning, and email program guidance to achieve client revenue goals.

Senior Strategic Account Manager

Jul 2008 – May 2012

- Responsible for full-service support for top account, Alaska Airlines, as well as simultaneous project management and account growth for 12 high-value accounts. Liaised between technical and business teams for clients and internal stakeholders.

Senior Account Manager

Nov 2007 – Jul 2008

- Managed all aspects of email campaigns for Alaska Airlines account, from building campaigns, tagging and testing links, deployment, and reporting. Created auditing mechanisms to ensure consistent campaign standards.

Big Fish Games, Inc.

Seattle, WA

Email Delivery Coordinator

Sep 2006 – Nov 2007

- Developed, delivered, and analyzed of all marketing-based email campaigns to a customer base of 10 million users.

Customer Support Representative

Feb 2006 – Sep 2006

- Solved technical problems for customers via email and telephone support and contributed to team projects. Provided support for German-language site. Organized company-wide volunteer and charity events.