

## PERSONAL PROFILE

Yi Zhou is a highly accomplished design professional with over two decades of experience in the fashion industry. With a remarkable track record in womenswear, menswear, active sportswear, plus-size fashion and concept design, Yi drives results by combining a high-level design sensibility with a sharp sense of brand storytelling and an astute understanding of business strategy.

Yi is the co-founder and chief creative officer for DTC brand See ROSE Go, featured by Forbes for bringing Nike know-how to plus-size fashion area. She is also the founder of Yi Zhou Studio, which provides consulting services in fashion design and concept development for such leading brands as Anta Sport, Nike and Li Edelkoort. Prior to launching See ROSE Go, Yi held global leadership design roles at Converse and American Eagle Outfitters.

Yi offers profound expertise in fostering, re-defining and elevating brands. Her innovative product design and creative vision connect emotionally with consumers and promote sustainable commercial growth.

## SKILLS

- Fashion Design
- Creative Direction
- Concept Design
- Brand Strategy
- Future Trend & Colors
- Fabric Innovation
- Consumer Insight
- Digital/ Social Media
- Influencer Marketing
- Design Leadership
- Global Experience
- Team Management

## EDUCATION

AMFI - Amsterdam Fashion Institute - The Netherlands  
Bachelor's degree in Fashion Design - Cum Laude with Honor


## LANGUAGES

Bilingual English / Dutch  
Fluent Chinese Mandarin / Cantonese / Basic French

## CONTACT

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[seerosego.com](http://seerosego.com)

## WORK EXPERIENCE

### See ROSE Go, Co - Founder / Chief Creative Officer

NOV 2017 - PRESENT - [WWW.SEEROSEGO.COM](http://WWW.SEEROSEGO.COM) - NEW YORK

"See ROSE Go Founders Bring Nike Know-How to Plus-Size Fashion" - as featured in FORBES, the timeless classics in sizes 14-28 are reimagined with innovative technical fabrics and mindful sustainability. Responsible for all design, brand creatives/ visual touch points and social digital content creation, driving e-comm growth across all digital channels.

### Yi ZHOU STUDIO, Founder / Creative Design Consultant

APRIL 2016 - PRESENT - [WWW.YIZHOU.STUDIO](http://WWW.YIZHOU.STUDIO) - NEW YORK

Yi ZHOU Studio provides full design consulting service in womenswear, menswear, active sportswear and plus-size fashion. The Studio develops strategic creative concept into product design, including brand strategy, color & fabric innovation, trend & market research, tech packs & fitting, digital content creation and consumer insights.

Finished design projects: Anta Sport, Tory Sport, Trend Union, Ministry of Tomorrow.

### CONVERSE- Nike INC, Global Design Director Women's / Men's Apparel

JUNE 2008 - APRIL 2016 - NEW YORK

Lead global design in launching the iconic Converse Apparel business for global market - NA, China and EMEA markets, across wholesale, retail, outlet, e-comm and DTC. Responsible for all design/ concept direction and driving double digit growth for Converse Women's Global Apparel business. Successfully hired and built the global design team and implemented best practice of design excellence process, T&A calendar, and design budget.

### AMERICAN EAGLE OUTFITTERS - Martin + Osa, Senior Designer

JUNE 2005 - MAY 2008 - NEW YORK

Refined casual collections rooted in classic, heritage American sportswear. Designed and managed all aspects of product creation and development from concept to production for both Men's and Women's cut & sewn knits.

### NIKE INC, Senior Designer Women's Collections

APRIL 2001 - JAN 2004 - HONG KONG

Design and development of sport fashion + sport performance collections.