


NHU TRAN

FASHION MERCHANDISER

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EXPERIENCE

03/2020 - 12/2023

Senior - Fashion Designer

SonKim Retail | Ho Chi Minh, Vietnam

- Led trend research and worked on seasonal concepts for Spring/Summer and Fall/Winter collections. Contributed to the development of fashion, basic, and anchor lines by creating textile prints, technical flats, and tech packs
- Managed product development from material selection to sample fittings, working closely with merchandising and production teams to make sure costs and production requirements were aligned
- Checked specifications, labeling, and packaging details, reviewing supplier samples and approving them before sending to the merchandising team for bulk production
- Worked on licensed and collaborative projects, communicating with partners to make sure the designs fit both brand directions

Selected Collaboration

- Contributed to collaborative design project with Harper's Bazaar Vietnam
- Developed swimwear designs for Miss Grand Vietnam 2022 as part of a sponsored project
- Worked with Disney Vietnam on Marvel licensed designs, selecting artwork from their library and creating products
- Designed capsule collections in partnership with Vietnamese public figures

07/2019 - 12/2019

Intern - Fashion Designer

Dien Quan Media & Entertainment | Ho Chi Minh, Vietnam

- Supported trend research like silhouettes and colors, doing quick sketches and then assisting with technical flats once the designs were finalized
- Helped organize physical files by storing approved materials, and labeling them by date and style code for easy reference
- Assisted with sample development by communicating with the development team, supporting fittings, and taking notes on specific changes such as fit, measurements, and design details
- Helped follow up on sample progress and communicated updates between the design and development teams

07/2017 - 11/2017

Intern - Fashion Merchandiser

PoongIn Trading Co., Ltd | Ho Chi Minh, Vietnam

- Helped prepare material sheets by cutting and putting together swatches and trims for development and cost review
- Helped review product costs and worked on basic COGS calculations, while making sure the products met buyer requirements and quality standards
- Prepared product summary files (POC) and order documentation to assist in development and shipment processes
- Assisted with following up on production timelines, checking labeling and packaging details, and working with different teams to make sure everything stayed on track

ACADEMIC PROJECT

Merchandising & Product Planning

ORVIA - Fashion Brand Concept

- Developed a new women's fashion brand concept with a country club chic style, focusing on an accessible price point, including business model, target customer, competitive research, location analysis, and overall merchandising strategy
- Created a merchandising plan covering product categories, assortment structure, SKU distribution, pricing, sales planning, and a seasonal product calendar
- Took part in product planning and sourcing from start to finish, including developing a capsule collection and sourcing vendors and suppliers
- Prepared technical file (detail sheets, spec sheets, POMs, BOM), supported costing, handled purchase orders, and followed up on production

EDUCATION

Master of Arts - Fashion Merchandising

Academy of Art University, USA

Cumulative GPA - 3.97 / 4.0

- Awarded Merit-Based Scholarship
- Selected for Old Navy Mentorship Program

Bachelor of Fine Arts - Fashion Design

Hoa Sen University, Vietnam

Dual Degree Program in partnership with

MOD'ART International, Paris, France

Cumulative GPA - 3.1 / 4.0

SKILLS

Product Development & Merchandising

Trend Analysis • Assortment Planning • Fashion Design & Concept Development • Tech Pack & Product Specification • Sample & Production Coordination • Cost & COGS Analysis • Production Tracking

Analytical & Business Skills

Market Research • Consumer Insight Analysis • Competitive Analysis • Product Strategy • Cross-functional Communication • Problem Solving • Attention to Detail

Technical Skills

Adobe Illustrator • Adobe Photoshop • Procreate • Microsoft Excel • Word • PowerPoint • PLM/PDM systems