

Jerry Ong

Dream, Design, Develop



Chicago, IL



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- An accomplished multi-faceted trend/color/design/sourcing professional
- Over 20 years of experience
- Unique combination of creativity & analytical skills and fabrication experience
- Proven track record for creating cost effective solutions for companies & brands to achieve profit objective



ACHIEVEMENTS

- Selected twice to serve on the North America Color Panel (Mix Interior Global, UK) for Fall/Winter 2014 & Spring/Summer 2015 Mix Trend Book



EDUCATION

- Academy of Arts University
San Francisco CA
Industrial Design - 1999 to 2004



EXPERIENCE

2020 - 2022

Director Product Design & Sourcing

Chicago, IL

at Interior Define

- Improved sales volume: 2019 (\$25MM), 2020 (\$70MM), to **2021 (\$100MM)**
- by editing collection, expanding collection using fabric innovation (performance fabric), promoting selected collection, introduced trend colors and styles including storage and sleeper component.
- In 2021 launched 9 sofa collection, 12 Accent chairs, 3 Swivel chairs, 20 new fabrics in May and October. Also added on 10 new drop ship vendors for our Drop Ship program.
- Renegotiate factory's costings and strategize pre-season sourcing directions and manufacturing planning.

2018 - 2019

Product Design & Development Manager

Chicago, IL

at Crate&Barrel

- Increased overall sales for Kid's product line from \$55MM (2018) to \$120MM (2019) by introducing trend driven designs for accessories (lightings, and beddings).
- Negotiate to secure best ex-factory costs and maximize gross margins.

2015 - 2018

Consultant

Toronto CA

at ONE25

- Investigated and resolved defect issues during mid-production, implementing QC procedures onsite in China manufacturing facility, saving 25K from a \$1mm contract.
- Developed home goods collection based on current trends, colors & branding research, for manufacturers to sell to US/CANADA retailers.
- Oversee and built out Gap Canada VM?merchandising Plan including establishing best-in-class merchandising, process, strategy alignment and world class output for visual merchandising.

2013 - 2014

PD&D Director

SF, CA

at Simply She

- Increased adoption rate from 25% to 90% (+260%) from previous season by introducing trend driven collections.
- Innovate with eco-friendly clothings and accessories.

2005 - 2013

Trend Director

Chicago, IL

at Sears Holdings

- Design into trend driven colors/patterns for Home goods (Sears/Kmart). Boosting sales from \$100mm to \$650mm within the first year.
- Launched TY Pennington, Jacklyn Smith, Coexist, full home collection for Kmart & Sears, with online presence.
- Increased private brand awareness by 55% with seasonal PR product launches with home/fashion magazine editors.
- Direct visual & creative aesthetic of web specific photography.

2005 - 2005

Technical Designer

St Louis, MO

at May Merchandising Co

1995 - 1999

Managing Director

Singapore

at The Furniture Union

1993 - 1995

Senior Group Fashion Merchandising Director

Hong Kong

at Dickson Concept Group