

# KATRINA HO

## SENIOR DESIGN LEAD

PORTFOLIO: [www.katrinaho.com](http://www.katrinaho.com)

## PROFILE

A highly motivated and creative designer & innovator with 18 years work experience, globally. My passion is for designing great product for HER, that intersects sport, street & fashion. My strengths lie not only in the creation process, but with the business and commercial facets as well. From trend-spotting, initial concept creation & story-telling to design and innovation through to leading a team. I have a keen commercial eye, building on proven best-sellers, pivoting when needed, & collaborating with various cross-functional teams to bring consumer-winning product to life.

## CAREER HISTORY

### DESIGN CONSULTANT Sydney, Australia

#### **Freelance Design Consultant** Sept 2024 - present

Freelance fashion design services specializing in activewear, outerwear & loungewear. Concept Creation | Trend Research | Design Development | Tech Packs & CADs | Colour & Materials

### P.E NATION Sydney, Australia

#### **Lead Designer - Activewear / Outerwear / Knitwear** June 2022 - Sept 2024

Leading the Activewear, Outerwear & Knitwear categories at P.E Nation, designing all products for HER for living an active life. Maintaining the signature fashion disruption P.E Nation is known for whilst building on successful key item franchises.

#### **Key focus :**

- **Combining local consumer knowledge and trend spotting to create winning apparel ranges in a fast-paced environment.**
- **Manage** the **product-creation process** end to end with cross-functional team, ensuring all deadlines are met.
- **Trend-spotting** through a fashion & sports lens.
- **Collaborate** in building seasonal creative direction.
- **Designing exceptional product** on Adobe Illustrator against the seasonal range plan.
- **Research on-trend fabrications**, create seasonal fabric brief to handover to development team.
- **Present design ideas** to key stakeholders.
- **Manage** any outsourced projects.
- **Team guidance** for junior members of the design & product team.

#### **Achievements**

**May 2024:** P.E Nation participated in Australian Fashion Week with it's new collection RE/CREATION. This was an entire re/brand with huge collaborative efforts cross-functionally.

**Feb 2023:** Piloted an **adaptive capsule range** in collaboration with **Weflex**.

**June 2022:** **Streamlined processes** internally within the activewear team and category.

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**adidas** Shanghai, China

**Senior Apparel Designer - Digital Creation, adidas neo** Jan 2020 - March 2022

As the Senior apparel digital designer for adidas neo, we shaped the way of the future of apparel design, piloting 3D software for product creation.

### Key focus :

- Combining local consumer and **trend research** to create winning apparel ranges executed in 3D.
- **Digital Transformation:** part of the cross-functional team, piloting the digital transformation process.
- **Collaborate** to create **story-telling concepts, mood & color palettes.**
- **Collaborating with cross-functional teams** including Product Marketing, Development, R&D & Global teams.
- **Manage the creation process**, from concept to sampling stage, **designing to cost.**
- **Lead direct report** to turn creative direction into consumer relevant designs.
- **Clear communicator** to bring the Digital Creation process to life in a smooth & timely manner; managing **timely delivery of information towards milestones** to cross-functional teams.
- **Lead by example with a 'one-team' mindset** on design process & approach.
- **Present design ideas** to key stakeholders.
- Contribute to seasonal Business Unit **creative direction.**

**adidas** Shanghai, China

**Senior Apparel Designer, BU CORE** Oct 2018 - Dec 2019

As the Senior apparel designer for BU CORE, I designed consumer winning products in collaboration with my local & global counterparts whilst building and leading a highly engaged team.

**Financial Scope: Net sales \$800,000M euro - \$1B euro annually** (AUD\$1.3B-\$1.6B /annually)

### Key focus :

- Combining **global market and trend knowledge** to create winning apparel ranges for **the value-minded consumer executed in 3D** in partnership with our global design counterparts.
- **Collaborating with cross-functional & cross-locational teams** including Product Marketing, Development, R&D & Global teams.
- **Manage the creation process**, from concept to sampling stage.
- **Lead direct reports** to turn creative direction into consumer relevant designs in the research & execution phase (provide new innovations, ensure tech pack information is accurate, on-site fittings).
- **Clear communicator** to bring the designs to life, **working closely with global headquarters.**
- Provide **innovation ideas** to support our global design counterparts.
- Contribute to seasonal Business Unit **creative direction.**

**adidas** Shanghai, China

**Apparel Designer-Girls, adidas neo (youth brand)** Jan 2014 - Oct 2018

As the apparel designer for the adidas neo brand (China-focused youth brand 16-25yrs), I was responsible for designing & managing the creation process with the Senior Designer to produce seasonal apparel ranges in collaboration with cross-functional partners, with positive sales growth year-on-year.

**Financial Scope: Net sales \$250,000 000RMB-\$350,000 000RMB annually** (AUD\$55M-\$77M /annually)

**1000 adidas neo stores** nation-wide across China.

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### Achievements

**Jan 2020 - March 2022 Pioneering Digital Creation in adidas China & achieving Digital Creation targets:**

Achieving our % goals season on season: FW21 (20% target achieved); SS22 (40% target achieved); FW22 (40% into DC target achieved).

**Sept-Nov 2019 Short term assignment at adidas headquarters, Germany:** Had the opportunity to work in Herzogenaurach, Germany, building and fostering good working relationships with global counterparts.

**Oct 2018 - Dec 2019: Team synergy:** In the time that BU CORE existed in Shanghai, we fostered & built great working relationships not only within the design team, but also with our cross-functional counterparts & global counterparts.

**2018: Managing heavy workload:** Consistently managing heavy workload and delivering commercial product, double-hatting x2 roles in both BU Core team & the adidas neo team.

**2018: Consumer Insight project:** Initiating and leading consumer insight groups to attain a better understanding of the consumer needs & wants.

### EDUCATION

Bachelor of Design (Fashion & Textile Design) (Hons.)  
University of Technology, Sydney Australia

### KEY SKILLS

Concept - Creation  
Clear communicator  
Digital Transformation  
Strong collaborator  
Leading a highly-engaged team  
Consumer Obsession: Global & Hyper-local  
Project Management  
Product Development  
Presentation Skills


### TECHNICAL

Adobe Illustrator   
Adobe Photoshop   
Adobe InDesign   
CLO3d   
Microsoft Office   
Pattern-making 

### LANGUAGES

English   
Cantonese   
Mandarin 

### CONTACT DETAILS

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