

SUSAN JINA LEE

CAREER SUMMARY

Design, Product Development, and Packaging leader with over 15 years of experience in the bags, luggage, footwear, accessories, and soft goods industries. Managed multi-million-dollar portfolios while delivering a 50% increase in revenue through strategic product execution and vendor optimization. Known for leading cross-functional teams, driving innovation, and bringing complex products from concept through production.

WORK HISTORY

Senior Technical Designer Accessories+Apparel, 01/2024 to 05/2025

ALO Yoga - Los Angeles, CA

- Led the technical design process for all accessories, including leather and nylon bags, headwear, socks, caps and beanies, hair accessories, yoga mats, water bottles, and other soft goods, ensuring accurate translation of design intent into production-ready specifications.
- Oversaw the creation, maintenance, and refinement of tech packs, PLM documentation, and packaging specifications.
- Managed and mentored the design team to meet company objectives, timelines, and quality standards.
- Conducted weekly fit sessions on live models to ensure fit, function, and construction accuracy.
- Developed seasonal apparel tech packs for both men's and women's categories as needed.
- Partnered with supply chain teams to manage testing, quality control, and production execution across global vendors.

Lead PD, Production & Design for Bags and Luggage, 01/2022 to 11/2023

CALPAK - Los Angeles, CA

- Designed and developed a broad range of luggage, travel bags, diaper bags, gym bags, and headwear from concept through production.
- Created multiple top-selling products, contributing to a 50% increase in revenue.
- Led supply chain coordination, including packaging development, product testing, and quality control across global vendors.
- Managed and mentored the design and product development team to consistently achieve company objectives, timelines, and performance goals.

Accessories Product Developer, 2021 to 2022

Teddy Fresh - Los Angeles, CA

- bags, headwear, socks, watches, candles, beanies, hair accessories, footwear, towels, scarves, lingerie and swimwear, jewelry, mugs, stockings, dogwear, tech and phone cases, and additional lifestyle categories.
- Demonstrated strong cost negotiation and margin management skills, consistently achieving target costs while maintaining product quality and brand standards.
- Managed and developed cross-functional teams to deliver against company objectives, timelines, and financial goals.

Lead Footwear Consultant, 2019 to 2020

Kenneth Cole - New York, NY

Lead Leather Handbag Designer/Developer, 2018 to 2019

Thacker NYC-Margot - New York, NY

Lead Handbag Designer, 2017 to 2018

Anne Klein - New York, NY

Accessories/Bag Consultant, 2016 to 2017

Calvin Klein - New York, NY

Product Development and CAD Footwear/Handbag Consultant, 2014 to 2016

Cole Haan - New York, NY

Footwear Designer & Product Developer/Linebuilder, 2012 to 2014

Camuto Group-Saks Fifth Avenue -Private Label - New York, NY

Handbag Designer, 2011 to 2012

Kipling-VF Corporation - New York, NY

CONTACT

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WEBSITES, PORTFOLIOS, PROFILES

- WWW.SUSANJINALEE.COM

SKILLS

Product Development & Brand Building:

End-to-end Product Development
Building New Lines & Brands from Concept to Launch
Innovative Construction Development
Licensing Strategy & Management
Sustainable Design & Material Innovation

Materials & Technical Expertise:

Advanced Material Knowledge: Leather, PU, Nylon, Knits, Denim, Novelty Materials,
Wash & Dye Techniques
Color, Material & Finish (CMF) Development
Quality Control, Compliance & Product Testing
Apparel & Accessories Tech Packs (Adobe Illustrator)

Vendor, Cost & Operations Management:

Vendor Onboarding & Relationship Management
Cost Negotiation & Margin Optimization
Project Management & Production Oversight
Buyer Relations & Merchandising Strategy

Leadership & Market Strategy:

Team Leadership & Cross-Functional Collaboration
Trend Analysis & Market Research
Strategic Merchandising & Assortment Planning

EDUCATION

Bachelor in Fine Arts, Graduated 2009 -Fashion Design BFA

Parsons School of Design

AWARDS

- UI/UX Certificate CALSART/COURSERA 2020 / Remote
- Swarovski Handbag Awards Award Winning Finalist 2011 / New York, NY
- Accessories Apprentice Viktor & Rolf 2010-2011 / Amsterdam, NL
- IHDA-Best Student Made Bag Award Winning Finalist 2009 / New York, NY
- Sustainability Award PETA & Ultra Suede 2008 / New York, NY
- Dean's List Scholarship Parsons School of Design 2004-2009 / New York, NY