

# Hope Liang

Strategic UX & Product Designer

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## SKILLS

Sketch, Figma, POP Marvel, Zeplin, InVision, Trello, Adobe, Microsoft Suite, Google Suite

## PROFILE

I'm Hope, an experienced business leader who is eager for a digital transformation from managing luxury goods into UX and product design.

This desire was led by my interest in solving complex problems and the experience to emphasize clients' pain points in order to create win-win business solutions.

My ability to collaborate and build partnerships combined with my technical skillset will allow me to contribute to UX and Product roles.

## LANGUAGE

English and Mandarin

## EXPERIENCE

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### National Lead Account Executive | Fossil Canada Inc.

APR 2017 - JUL 2020, TORONTO, ON; NEW YORK, NY; DALLAS, TX

- Delivered divisional P&L for 3 consecutive years with \$690k net profit gain by refining hero assortments and embracing eCommerce initiatives.
- Closed 2 key accounts resulting in \$3.5M in sales in 2019 by cultivating brand partnerships.
- Boosted eCommerce growth by \$170K in 2018 by partnering with Commershup on cross-border shipping strategies.
- Directed a team of 3 Associate Account Executives from launching products to career development.

### Category Merchandise Planning Manager | Sears Canada Inc.

DEC 2016 - APR 2017, TORONTO, ON

- Raised \$460K in sales and 3% category margin growth by implementing price point versus percentage-off strategy.
- Generated \$150k in savings by negotiating with vendors on margin support reduction.
- Oversaw a team of 6 direct reports and improved 10% on-time shelving fulfillment rate.

### Merchandise Planning Manager, Handbags | Hudson's Bay Company

MAY 2015 - MAY 2016, TORONTO, ON

- Expanded \$560K category revenue in 2015 by directing the AR forecasting initiative and aligning inventory plans.
- Supervised 2 direct reports while managing category pre-season P&L and merchandising success measurables.

## EDUCATION

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### BrainStation | User Experience Design Diploma

SEPT - DEC 2020, TORONTO, ON

### George Brown College | Merchandising Management & Image Consulting Certificate

SEPT 2013 - 2016, TORONTO, ON

### University of Waterloo | Masters in Business, Entrepreneurship & Technology

SEPT 2008 - 2010, WATERLOO, ON

### University of New Brunswick | Bachelor of Business Administration

SEPT 2001 - 2004, SAINT JOHN, NB

## PROPERTY READY | UX DESIGNER

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### September - December 2020, BrainStation

A mobile app that improves home seller's pre-listing preparation experience.

<https://www.hopeliang.com/property-readys>