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# Josephine Goh

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## Portfolio:

[https://www.artsthread.com/  
profile/josephinegoh/](https://www.artsthread.com/profile/josephinegoh/)

## Education

**Birmingham City University**  
**BA Honours Fashion Design**  
**2014 – Present**

**Walton High Sixth Form**  
**September 2012 - July 2014**

A Levels: Fine Art,  
Textiles, Product Design  
and Geography (A\* - C)

**Walton High**  
**September 2007 - 2011**

Achieved 12 GCSE's  
(A\* - C)

## Skills

Adobe Certified Associate (ACA)  
Adobe Photoshop (proof of logo  
and certificate) | Adobe Illustrator |  
Microsoft Word |  
Excel | PowerPoint

## Languages

Mandarin | Cantonese | English

## Profile

I am a hardworking, enthusiastic and trustworthy individual who is always eager to learn and contribute to tasks. I am confident working independently or in groups, and enjoy meeting with new people. I am always keen to push myself to achieve individual goals and am constantly striving to do better and feel I would offer a valuable contribution to your company's design team.

I have currently completed the final year of the Fashion Design course offered at Birmingham City University and have been selected to showcase my graduate collection at Graduate Fashion Week 2018. Throughout my time at University, I have been able to gain valuable industry based experience through various internships, particularly the sandwich year I opted to take part in. This has been extremely beneficial as it not only allowed me to gain further experience of how concepts introduced to us at University are applied in the real world but also allowed me to experience working abroad and in an area of the industry I previously had not been exposed to.

## Experience

### **Grade House**

**November 2016 - May 2017**

My most recent experience comes from the 6 months spent with a London based pattern grading company, Grade House. This has been my most challenging experience to date because it called upon skills that had not been focused on in the past. It was very much a technical internship involving creating various patterns and constructing garments from scratch. I was required to quickly get to grips with the Gerber Accumark and iDigit software packages in order to digitally map out designs and adjust accordingly to fit a range of sizes. It also gave me an insight into working on the opposite side of the client / supplier relationship and required me to adapt my work for each brief depending on the requirements of individual clients. The need for accuracy in this work was crucial and it allowed me to build my confidence in the technical aspects of the industry.

### **H&M**

**May 2016 - August 2016**

I completed a 3 month paid internship during the summer of my sandwich year, at H&M Head Office in Stockholm assisting the Product Designer in the Men's Accessories division. It's a fast moving, international workplace where professional teamwork was essential and rapid changes were a natural part of my working day. As an assistant designer, my role included designing and

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developing new products for the upcoming season. I would use Adobe Illustrator and Photoshop on a daily basis updating and producing flat sketches and highly detailed spec packs to be sent to factories for garment production. I would also be researching trends and studying competitors as well as attending sample and team meetings to quality check and revise samples. I felt independent in the workload I was given and being able to stick to the design timeline of the company and meeting them to the required standards.

### **Jo Malone (Stylist)**

**September 2015 - May 2016 (Birmingham) November 2016 - August 2017 (Milton Keynes)**

My role with this high end home and personal fragrance brand centred around providing the level of service that has come to be expected of Jo Malone but also being able to talk customers through the various product ranges, which to many are luxury purchases and are definitely something to be thought through. The versatility to switch between roles was key whether this was meet and greet or providing one on one hand and arm massages, all whilst balancing this with driving sales to meet both individual and store targets. Being able to do this alongside University is something I am extremely proud of.

### **Whistles**

**February 2015 - April 2015**

During the Second year of my studies, I completed a 6 week unpaid placement with the high street clothing brand, Whistles, as part of my course requirements. I worked as Design Assistant, reporting directly to the Head Designer in the Menswear department. A key role during this time was producing the initial moodboards for new collections including the Spring/Summer 2017 collection, which presented a unique challenge given the lead time between the work I completed and the designs becoming a reality. Working with Adobe Illustrator and Photoshop also featured heavily in the production of colour ups and sketches of designs but the role also featured an administrative aspect, whether this was liaising with various colleagues or clients and also sourcing fabrics from international suppliers.

### **Student Ambassador**

**November 2014 - July 2015**

During my first year of University, I took on the role of Student Ambassador on behalf of Birmingham City University, which involved assisting with general open days as well as more focused applicant days. The role consisted of leading guided tours around the campus, answering specific course related questions and being a general point of contact for prospective students. It allowed me to maintain my studies whilst continuing to work but more importantly familiarise students with a new concept and speak to people about the subject I am extremely passionate about.

### **References**

References for each of the positions I have held can be provided upon request.

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