

Katherine Chooi

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EDUCATION BACKGROUND:

<u>Degree</u>	<u>Year</u>	<u>University</u>	<u>Major</u>
B.S	2023	New York City College Technology, CUNY.	Business Technology of Fashion
		Emphasis: “ Fashion Merchandise Administration ” Minor: Art History & Visual Culture	
A.S	2015	Saito College	Fashion Design - KL, Malaysia

PROFESSIONAL CERTIFICATION

New York City College of Technology, Sexual Harassment, Gender Based Harassment and Sexual Violence Student Curriculum, Feb 2023, New York City College of Technology, CUNY.

PROFESSIONAL EXPERIENCE:

Visual Merchandise Associate BANANA REPUBLIC, New York City, NY May 2022 - Current

- Construct retail displays to highlight particular products and drive sales according to corporate strategy.
- Generating high merchandising standards by designing attractive displays and monitoring inventory levels.
- Maximized sales and visual impact through optimal construction of tables, fixtures and mannequins.
- Implementing and installed signs and sale banners for special events and clearances.

Stylist Associate ZARA, New York, US Octr 2019 - Mar 2020

- Generating racks and shelves to maintain store visual appeal, engage customers and promote specific merchandise.
- Giving positive first impressions to support existing, new and potential customers.
- Helped customers identify products and examined store system for merchandise at other sites.
- Implementing knowledge of products to answer customer questions regarding sizing, accessories and proper care for merchandise.

Stylist Associate FOREVER 21, New York,US. Sept 2017 - Oct 2019

- Engaged with customers to effectively build rapport and lasting relationships.
- Classify and organizing merchandise for sales floor by pricing or tagging.
- Critiquing product returns and assisted customers with other selections.
- Increased sales by offering describe on purchases and promoting additional products.

INTERNSHIP:

Visual Operation Intern

EXPRESS, Paramus, NJ

Nov 2022 - Current

- Formulated merchandising and floor displaying based on seasonal changes, business needs and trends.
- Design and construct mannequins with appropriate lighting for best presenting in-store .
- Organize work processes for special projects, product promotions and company campaigns.
- Transfer in and out merchandise, repeat checking breakables before stocking on shelves.

WORKSHOPS for PROFESSIONAL DEVELOPMENT

- ❖ Attended, “Vietnam Cold War” Speaker Chris Komisarjevsky, HIS1103 The Modern World Since 1900, Chris is a decorated combat veteran. A US Army Captain, helicopter pilot and Senior Aviator. He was on active duty with the U.S. Army from 1967 to 1972 as a helicopter pilot, instructor pilot, flight commander and plans officer, serving in Vietnam with the First Cavalry Division, 69-‘70. He went on to fly helicopters for the Connecticut Army National Guard from 1973 to 1979 ; Wednesday, April 6, 2022 1pm Meeting ID: 824 298 5802 Password:85783211
- ❖ Attended, “ Holocaust Survivor Guest ” Speaker Ben Lesser , HIS1103 The Modern World Since 1900, Friday, May 6, 2022 11am Meeting ID: 84920138987 Password: 577314 Zoom Link: <https://us02web.zoom.us/j/84920138987?pwd=STikUUtHOGGR3cUNXV0dIZFRHbU5sQT09>
- ❖ Attended, “Professional Development City Tech Alumni” Speaker Natifah Gordon Career Advisor, BUF4900 Internship, Thursday, Mar 2, 2022 6pm - 7.15pm Zoom Link: <https://us02web.zoom.us/j/83105728343?pwd=R3JRQnh6TXlvVjY1cnpnb0tFRGN4UT09>
- ❖ Attended, “Active Threat Training” Seminar, Speaker Allie Gray Store Manager, EXPRESS Paramus, Jan 23, 7.30am.

EXPERIENTIAL LEARNING

- ❖ Attended, “ Frida Kahlo Exhibition-*Appearances Can Be Deceiving.* ” Brooklyn Museum, 200 Eastern Pkwy, Brooklyn, NY 11238, Saturday, April 27, 2019 10.30am-1.30pm for PHO 101 Introduction to Photography Reflection Paper.
- ❖ Attended, Metropolitan Museum of Art, 1000 5th Ave, New York, NY 10028, Sunday, February 19, 2020 1pm for ARTH1103 Introduction to the History of Art Research paper.
- ❖ Participant, SOHO Market Visit, Soho, Manhattan New York; Sunday, October 16, 2022 2pm, for BUF 3310 Contemporary Designers and Luxury Markets Market research & analysis paper.
- ❖ Attended , Fashion Institution of Technology Museum, 227 W 27th St, New York, NY 10001, Friday, March 24, 2023 3.30pm - 5pm for BUF4900 Internship class.

SOCIAL MEDIA & COMPUTING DATABASE

Microsoft Office : Word, Excel, Powerpoint

Adobe : Illustration, Photoshop

Social Medias : Facebook, Instagram, Tik Tok, Pinterest

Ecommerce Platform : ETSY, Poshmark, Shopify

Others : Procreate

LANGUAGES:

English - Fluent

Mandarin - Native

Cantonese - Native

Malay - Moderate