

HA EUN BAE

FASHION DESIGNER AND

VISUAL ARTIST

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I am a South Korean-born designer and visual artist who has grown up in the South African landscape. I have been focusing on the fashion industry. I obtained a BA: Fashion Design (CUM LAUDE), at Fedisa, Cape Town in 2018.

From 2020 to 2024, I had been working as a fashion designer on different categories at Sissy Boy, Blue Jean Traders (Pty) Ltd. I have had fast growth within this company, having started as a Trainee, Intern, Junior Designer and finally as a mid-weight Designer (Fashion Designer).

I am highly motivated and passionate, appreciating and creatively experimenting with different ideas and solutions to create interesting work. With a skillset that is all rounded for designing garments as well as creating art, I believe that these bring value to a company's creative vision and direction, trend forecasting and unique product development.

Whilst my strengths lie in 'envisioning' then 'bringing to life', I am willing to learn and improve on the administering and stewarding of these. This would be through in-depth training to improve business skills and project management, as well as further learning for design skills in both traditional and digital media.

Personal Details

Full name: Ha Eun Bae
Date of birth: 10 May 1997
Nationality: South Korean
Languages: English (considered as home language)
Korean (adequate)
Afrikaans (adequate)
French (basic)
KOR Passport no: M242C6858
RSA ID No: 970510 1354 186 (permanent residency and tax number included)
Driver's license: CODE B

Education

Matriculation (with 5 distinctions)
School name: Collegiate Girls High School, Gqeberha
Graduation year: 2015
Subjects: English (*distinction*)
Afrikaans (*distinction*)
Mathematics
French (*distinction*)
Visual Art (*distinction*)
Consumer Studies (Sewing)
Life Orientation (*distinction*)

BA: Fashion Design (CUM Laude)
Institution name: Fedisa, Cape Town
Graduation year: 2018
Subjects: B-Business Practice, Principles and Function
C-Garment Technology
C-Pattern Technology
L-Communication & Social Studies
L-Design History
V-Conceptual Design
V-Drawing and Illustration

Skills

- Conceptualizing
- Trend forecasting
- Product development (retail/wholesale)
- Brand identity design
- Illustration
- Print design
- Technical design (i.e. creating technical packs)
- Metric patternmaking
- Garment construction
- Visual art – painting and drawing
- Administration (adequate) and communication (good)

Digital Programs

Good knowledge of:

- Microsoft Office (Word, Excel, PowerPoint, Outlook, SharePoint)
- Good knowledge of Adobe Suite (Photoshop and Illustrator)
- SYNC (Digital PLM – limited to designer's role and tasks)

Work

Freelancer (artist and fashion designer)

Period: 2015 – Present

Position: Part-time (personal projects / commissions / helping community)

Place: Cape Town, South Africa

Current finished work: Illustrations for a book commissioned by a school in Gqeberha, South Africa

Designer

Period: April 2020 – August 2024

Position: Full time

Company: Sissy Boy (Blue Jean Traders Pty Ltd), Cape Town, South Africa

Duties: Categories: Imports top/dresses, athleisure, knitwear, TWEENS

- Research and conceptualization of trends, and adaptation for brand based on SWOT/reports/other information provided by merchandise and buying teams
- Creating digital branding work for designs that is consistent with brand image in different and unique ways
- Designing seasonal ranges based on retail and wholesale requirements – learning from sales history, trend research, etc.
- Managing styles using a PLM system
- Briefing necessary teams / suppliers, creating technical packs/artworks where required; costing and sampling both locally made as well as imported products to present ranges to customers
- Working together with the team to liaise with local and overseas suppliers for sourcing, new developments, and provide costings

Volunteer Kids Ministry Co-Ordinator

Period: June 2022 – December 2023

Position: Full-time

Church: Joshua Generation Church (Sunningdale 11am congregation)

- Roles:
- Building and working together with the team of children's ministry workers
 - Working together with overseeing elder to communicate vision and direction
 - Working with team in different ways to engage with the children
 - Building relationships and re-enforcing its importance to the team
 - Ensure teachers have safety clearances and all necessary equipment
 - Checking on feedback from team making sure they are sent to the congregation's elders and Josh Gen children's ministry head office team monthly

- Discerning and bringing on board potential worker; helping the ministry team's growth

Intern

Period: February 2019 – May 2019
Position: Part-time
Company: Missibaba, Cape Town, South Africa
Duties
- Learning how leather bags are created
- Creating all leather earrings from scratch
- Assisting in product shoots

CAD/Design Intern

Period: June 2018 – July 2018 (3 weeks)
Company: Zoom Footwear (Universal Footwear and Trading Co.)
Duties:
- Learning about the production cycle
- Attending meetings with team as well as clients
- Assistance in shoe fittings & comp shopping
- Creating trend boards for women's and kid's footwear
- Sample CAD designing for possibility of showing clients for orders

Awards	2019	Texworld Paris Tradeshow (exhibitor & fashion show participant) Source Africa Young Designer Competition Winner
	2018	Fedisa Final Year Award for Best Computer Work ZOOM x Fedisa Shoe Designs Competition Winner
	2017	Uniwold RIAF Art Competition (1st place in age group, 4th overall) Truworths x Fedisa Notebook Design Competition Winner
	2016	Fedisa 1st Year Award: Irregular Choice for Most Conceptual Design Work (group partner: R. Da Silva)

References

Name: Emily Hellens
Position: Past Design Executive
Contact: emilyhellens@yahoo.com
Company: Sissy Boy , Blue Jean Traders (Pty) Ltd

Name: Khanyisa Gqada
Position: Head of Student Affairs
Contact: 021 424 0975 / Khanyisa.Gqada@fedisa.co.za
Institution: Fedisa

Name: Patrick Rynhardt
Position: Elder at local church in Cape Town (Joshua Generation Sunningdale 11am)
Contact: 060 560 2600 / 021 507 2408 / patrickrynhardt@gmail.com
Church: Joshua Generation Church (Sunningdale 11am)