**Saeyoung Vu**

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**Education**

**California State University Fullerton, Fullerton, CA, May, 2016 (expected)**

*Master of Science, Instructional Design & Technology*

* Developing online courses providing instructional design oversight, applying adult learning theory and proper pedagogical principles in the development process
* Coordinating training, online course design, and development process from inception to completion including the maintenance of a project plan detailing course development progression and risk management
* Providing instructional design expertise to faculty working on online course design and course development
* Developing expertise in and conduct assessments of curricular projects, technologies, and practices
* Planning projects to introduce emerging technologies and pedagogical practices
* Implementing current best practices in instructional design to create effective, interactive learning experiences for a diverse, but focused library of courses and programs.
* Working closely with subject matter experts to identify and curate innovative course content, engaging learning activities and assessments, aligning with institutional, program and course outcomes
* Evaluating and incorporating effective educational resources, social learning activities, problem-based learning, game-based learning, and adaptive learning as appropriate
* Researching, analyzing and evaluating new technologies and learning strategies for potential applications to improve the blended, online and mobile learning experience
* Extensive knowledge of instructional design best practices, including but not limited to ADDIE, IBSTPI and ASTD Standards, etc.
* Managing Interactive Online Learning applications and LMS platforms; operate PC and server- based applications: Moodle, Blackboard, Adobe Connect, Adobe Presenter, Adobe Captivate, Adobe Acrobat PDF Professional, Power Point, Share Point, MS Excel, MS Word

**Fashion Institute of Fashion Design and Merchandising, San Francisco, CA, 2000**

Professional Fashion Design Associate of Arts Degree

**University of Michigan, Ann Arbor, MI, 1996**

Bachelor of Fine Art, Photography/Textile

**Experience**

**LIM College, February 2016 - Present**

*SME / Instructional Designer*

* Development and production of online courses with the Instructional design team
* Create course materials and activities for adult and distant learners as well as traditional students
* Incorporate learning strategies to create engaging and interactive course content
* Develop course objectives with clear concepts, principles, procedures, etc.
* Working with Learning Model System to create effective online classroom environment

**School of Media, Culture and Design Woodbury University, Burbank, August 2013 – January 2016**

*Strategic Communication & Logistics Officer / Adjunct Professor*

* Designing and managing web, blog and social media contents
* Develop visual collateral for MCD website and print material
* Producing the school’s fundraising, recruiting and workshop events for all MCD (**M**edia, **C**ulture, and **D**esign) majors: Animation, Communication, Fashion Design, Film Making, Graphic Design, Game Art & Design, Media Technology, and Psychology
* Planning and organizing events for community outreach program
* Spearheading and managing the dean’s special events such as film festivals, community art festivals, computer hack-a-thon training program and annual fashion show
* Acting as a liaison to department chairs and deans, college administrators, faculty, staff, students, alumni, donors, local and national press representatives, and the general public
* Developing and coordinating curriculum for the university’s summer study programs
* Teaching Digital fashion design using Adobe Created Suite 6 (Photoshop, illustrator, InDesign, Bridge) and Acrobat Pro.
* Teaching fundamentals of Fashion design and the Business of Fashion
* Guiding students in preparation and presentation of their final portfolio to meet the industry requirements and standards.
* Teaching how to create online portfolios and digital presentations using latest digital technologies and social media tools

**Fashion Institute of Design and Merchandising, Los Angeles, February 2010 – October 2013**

*Lead Creative Design Course Series Instructor*

* n charge of creating course contents and outlines for all creative design courses; Creative Design Applications, Creative Design Analysis & Collection Development and Portfolio Preparation and Presentation
* Taught courses in multiple departments such as Fashion Design and Merchandise & Product
* Development, In the Business of Fashion, Fashion Seminar and Trends and Applications
* Taught courses in Computer Aided fashion design department using Adobe Photoshop, illustrator, InDesign
* Responsible for managing 8 creative design instructors to raise the standard of education by implementing teaching materials and methods

**Nandini Textiles and Accessories Inc., August 2007 – April 2008**

*Design Director, Sales/Marketing Manger, Production Manager*

* Launched the company’s first ready to wear collection for S/S 2008 and A/W 2008 that generated over $300,000 in sales
* Lead, directed and managed overall conceptual development and design process for Women’s
* Contemporary brand in both knits and woven
* Supervised communication with international vendors
* Responsible for launching the company’s web site and providing art direction

**Vu Couture, Los Angeles, July 1999 – July 2007**

*Founder/CEO/Design Director*

* Founded an internationally recognized wedding gown and special occasion dresses brand
* Generated 100% revenue growth for 3 consecutive years and reached over $3,000,000 in annual revenue
* Oversaw 35 employees in sales and domestic production team
* Operated 5 free standing stores in Los Angeles, New York, Chicago, Atlanta and Washington DC, 30 wholesale accounts and online store
* Visualized and determined strategic direction for business development department and overall conceptual development and design process
* Managed operational finances and developed quarterly budget forecasting
* Traveled domestically to attend key account meetings as well as trade shows and market weeks
* Produced biannual fashion shows in NY Bridal fashion week for industry editors and buyers

**Davis Langdon Adamson, San Francisco, February 1998– July 1999**

*Marketing Director*

* Lead marketing and business development department of an international construction management company
* Created and art directed all company marketing materials.
* Worked with firm’s principles and developed the marketing strategy for winning largely government funded construction projects.
* Responsible for winning large private and public construction projects over $500 million in budget and increasing company’s revenue to 125%

**Kapell and Kostow Architects, New York, August 1996– December 1997**

*Marketing Manager*

* Assisted marketing and business development director in landing many interior and architectural projects
* Created and art directed all company marketing materials
* Produce architectural photo shoots to archive company’s award winning projects
* Worked with company’s principals in strategizing annual marketing plans and budgets

**Costume design credits**

* “Wrath of Cain”- Pi Pipeline Production, July 2009. Director: Sean Combs, Producer: Anne
* Clements, Starring: *Ving Rhames, Robert Patrick*, Nipsey Hussle, Gillie Da Kid
* “L’Asillio Di Brea”- KHOP Entertainment, May 2009. Director: Daehoon Kim
* “In The Mix”- 2Kill4 Production, April 2009. Producer: Jory Weitz, Director: Valerie Weiss, Starring: Barbara Bain, Kari Nicole Glisson
* “Minuete”- Nuri Entertainment, February 2009. Executive Producer: Cassie Yoo, Director: Thomas Lee
* “Wedding Palace”- Our Wedding Movie LLC, September 2008 – January 2009. Executive Producer: Jory Weitz, Director: Chris Yoo, Starring: Brian Tee, *Bobby Lee, Margaret Cho*

**TV appearances**

Bravo -“Queer Eye for a Straight Girl”, Style Network - “Modern Girl’s Guide...”

TLC - “For Better or Worse”, We network – “Get Married”, CW11 NY - “the Morning Show” KTB 247 - “Evening News”, KBS (Korean National Network) – KBS world 1 hour documentary

**Designs featured on Feature Films**

“Made of Honor”, “Monster in Law” - New Line Cinema, “Baxter” - IFC film, “Date Movie” - Paramount, “The Hills.” - MTV, “Weekend guide”- ABC Los Angeles 7, Entertainment news - E! “Red Carpet Countdown to Golden Globe” - E!, “Entertainment Tonight” - CBS

**Computer Skills**

HTML5, CSS6, Adobe Captivate, Acrobat Pro, Adobe Creative Suite: Dreamweaver, Photoshop, Illustrators, InDesign, Acrobat Pro, Bridge, Premiere

Microsoft Office: Word, Excel, PowerPoint

Moodle, Blackboard, Adobe Connect, Share Connect, Key Note, Adobe Presenter

Word press, Wix Web Authoring, Quick Time Pro, Google Analytics, Constant Contact & Mailchimp, SEO, Blackboard, Moodle

**Additional Skills**

Certified Yoga teacher, Rising Lotus Yoga- Yoga Teacher training, April 2008 – March 2009

Certified Yoga teacher for children, Mini Yogis – Children’s Yoga teacher training. September 2009