

William Werblow

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SUMMARY

Technical apparel professional with experience in design, product development and business operations.

Seeking product creation opportunities in the sportswear, footwear and outdoor clothing industry.

Committed to developing high-performance products that align brand strategy, business goals and customer needs while balancing functionality and aesthetics.

PRODUCT DEVELOPMENT SKILLS

- + Project Management
- + Materials Testing & Research
- + Garment Construction
- + Technical Specification Packages
- + Technical Drawings (2D & 3D CADs)
- + Sourcing & Vendor Relations
- + Product Lifecycle Management
- + Market & Competitive Analysis
- + Consumer & User Research

SOFTWARE COMPETENCIES

- + Microsoft Excel, PowerPoint, & Word
- + Centric PLM
- + Adobe Illustrator, Photoshop & InDesign
- + CLO 3D
- + Miro
- + Figma

LANGUAGES

English (Native)

Mandarin Chinese (Advanced)

EDUCATION

Wilson School of Design

Post-Baccalaureate Diploma,

Technical Apparel Design

Expected Graduation April 2025

National Taiwan University

Non-Degree Studies, Mandarin Chinese

McGill University

Bachelor of Arts, East Asian Studies

PROFESSIONAL EXPERIENCE

Arc'teryx

North Vancouver, Canada

Product Line Management Practicum *Feb 2025 - Present*

- + Engaged with Merchandising, Design, Product & Material Development, and Sourcing teams to build a holistic understanding of product creation and go-to-market processes
- + Conducted competitive research to support Product Line Managers' design brief development and long range planning efforts

Smoothlink Textile

Vancouver, Canada & Nanjing, China

Product Developer (Contract) *May 2024 - Aug 2024*

- + On-site visits for production checks, fit reviews & vendor capability exploration
- + Develop relationships with specialized vendors: seam-sealing, down insulation, seamless knitting, technical fabric, yarn spinning, fiber recycling and dyeing
- + Created technical specification packages for technical outerwear and sportswear garments
- + Assisted in fit reviews, refining prototype specifications to maintain design integrity
- + Evaluated and approved fabric lab dips, trims and artwork strike-offs, ensuring consistency with design expectations

Core Steels

Taichung, Taiwan & Remote

Production Coordinator (Contract) *Apr 2023 - Apr 2024*

- + Sourced and managed relationship with Taiwan-based manufacturing partners for New York skateboarding tool brand, communicating in both Mandarin and English

And Associates Studio

Taipei, Taiwan & Remote

Advisor (Freelance)

Sep 2023 - Apr 2024

Operations Director (Full-Time)

Feb 2022 - Aug 2023

- + Established operations functions to improve project delivery efficiency for a design studio focused on visual identities, websites and ecommerce experiences
- + Translation and art direction to ensure cultural relevance and resonance across markets

PwC Consulting

New York, NY

Senior Associate (Full-Time)

Jul 2019 - Sep 2020

Associate (Full-Time)

Feb 2016 - Jun 2019

- + Enhanced business performance and customer experiences for global companies through analysis of data, systems and processes
- + Led teams on client projects, including: customer journey mapping, operating model redesigns, go-to-market strategy development, technology platform migrations, and regulatory compliance