

William Werblow

✉ williamwerblow@gmail.com

👤 [linkedin.com/in/werblow](https://www.linkedin.com/in/werblow)

SUMMARY

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

Seeking product line management opportunities in the outdoor clothing, footwear and sportswear 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
- + Product Lifecycle Management
- + Market & Competitive Analysis
- + Consumer & User Research
- + Garment Construction & Materials Research
- + Technical Specification Packages
- + Technical Drawings (2D & 3D CADs)
- + Sourcing & Vendor Relations

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

Intensive Mandarin Chinese

McGill University

Bachelor of Arts, East Asian Studies

PROFESSIONAL EXPERIENCE

Arc'teryx North Vancouver, BC
Practicum Student (Internship) *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, BC & China
Product Developer (Contract) *May 2024 - Aug 2024*

- + Visited manufacturing facilities across Asia specializing in seamless knits, technical textiles, seam-sealed and down-insulated garments
- + 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 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 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
- + Translated brand materials from Mandarin to English and provided 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 project teams on initiatives including: customer journey mapping, operating model redesigns, go-to-market strategy development, technology platform migrations, and regulatory compliance