





TSAI

Model | Cultural Advocate | Fashion & Beauty Creative

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PROFILE

Dynamic, versatile model with 10+ years of experience in fashion, runway, editorial, and commercial modeling. First Hmong American female model featured on the New York Times Square billboard. Passionate about cultural representation, beauty diversity, and uplifting underrepresented voices in the fashion and entertainment industry. Recognized for a strong stage presence, natural poise, and a professional yet creative approach.

HIGHLIGHTS

- ♦ Selected as one of 50 Influential Hmong Individuals for the 50th Anniversary of the Hmong Diaspora
- ♦ Featured on Times Square Billboard – First Hmong American female model to achieve this historic milestone
- ♦ Runway & editorial experience across New York, Minnesota, and California
- ♦ Collaborated with product brands available on Amazon for beauty and lifestyle campaigns
- ♦ Worked with over 15+ designers & brands across cultural and high-fashion shows
- ♦ Community leader with 8+ years of experience organizing cultural events with 30,000+ attendees

MODEL EXPERIENCE

Independent Model

New York, NY & Minneapolis, MN | 2014 – Present

- Walked in NYC Fashion Week, Twin Cities Fashion Week, and cultural shows
- Modeled for editorial fashion and commercial lifestyle campaigns
- Featured in a promotional campaign for a product brand sold on Amazon
- Directed and styled self-produced shoots highlighting beauty and identity
- Collaborated with AAPI creatives for cultural storytelling through fashion

Times Square Billboard Campaign – Featured Model

New York, NY – 2022

- Recognized as the first Hmong American female model featured in Times Square
- Selected for a campaign that celebrated cultural diversity and visibility

EVENTS & LEADERSHIP

Center for Hmong Arts and Talent (CHAT) — Event Director & Model

Saint Paul, MN | 2017 – 2022

- Directed and walked in fashion and cultural exhibitions
- Coordinated volunteer teams, cast and trained 30+ models
- Managed event production, media relations, and sponsorships

Various Fashion Shows & Community Events — Model & Organizer

2014 – Present

- Emceed and modeled for nonprofit and cultural fashion shows
- Promoted inclusivity, confidence, and storytelling through style

EDUCATION

B.A. in International Relations

Minnesota State University – Mankato, MN

SKILLS & INTERESTS

Modeling Skills: Runway | Editorial | Print | Commercial | Styling | Pose Coaching

Tools: Canva, Lightroom, Social Media Marketing, Basic Video Editing

Languages: English, Conversational Hmong

Passions: Skincare & Makeup | Beauty Business | Cultural Representation | Women's Empowerment | DIY Beauty Content