Zara Elizabeth Brown Curriculum Vitae

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**Personal Profile**

I am a digital designer with a BA hons 2:1 in fashion design and many years of experience across fashion and graphic design. I have always had an interest in computer applications, particularly adobe illustrator and Photoshop. A particular strength of mine is CAD especially with repeat prints. I am currently studying UX and UI design in order to create the visible aspects of a brand from logo design to product to web design. By working continuously with a client I am able to visualise their ideas. I have an excellent attention to detail and extremely strong interpersonal skills.. I am also able to speak French at qualification level B2.

**Employment**

**Freelance Digital Designer (May 2019 - Current)**

**zaraelizabethbrown.com :**

I created my own client base of people and established companies looking for a designer over multiple design platforms.

* I created a full range of Ladies outdoor athlesure clothing / full range of menswear fashion and accessories daywear.
* I have worked with established brands to created detailed technical specifications of existing and new design products.
* I negotiate pricing with factories and suppliers where on average reducing the cost by 9% from the initial pricing, this includes shipping and sampling costs
* I have created Logos for multiple clients from initial concept to completed design formatted for all social media platforms.
* I have created online store websites for multiple clients, creating both digital advertisement graphics and illustrations alongside coding to ensure user experience is maximized.

**Volunteer Graphic Designer (Jan 2021 - Current.)**

**African Health Organisation:**

The opportunity to volunteer for AHO, allows me to use my skills in graphic design to give back and make a difference, especially in the field of healthcare at this time could not be more important.

* I communicate with the president of AHO to create a range of promotion items for fundraising
* I create series of info packs and illustrations to help with marketing campaigns.

**(November 2018 – April 2020)**

**I decided to travel and worked seasonal jobs in the French Alps as a Chalet host / manager and administration, alongside freelance designing.**

Alpine 365 (Dec 2019 – April 2020) Chalet Host / Manager

Thames water (May 2019- Oct 2019) Customer Care Co-coordinator / Planning Administrator

Stanford Skiing (November 2018 - April 2019) Chalet Host

**Debenhams PLC (November 2016-2018.)**

**Assistant Menswear Jersey designer / Loungewear & Swimwear Designer:**

I adapted very well to working in a larger cooperate scale business with tighter deadlines and more levels of approval before production.

* I created the full range of men’s swimwear for 2 seasons, this included all the print and graphics, where I worked closely with the kids wear and ladies wear teams to make a coherent range across all in-house brands
* I was assistant designer for all menswear jersey for four seasons. I worked closely with a senior designer, across all in house brands, creating the ranges where I was responsible for creating all visual representations including CAD and Tech packs
* I was the sole designer across menswear loungewear and underwear for 2 seasons, where I created all prints and graphics, on preselected and new garment styles.
* I worked for one season closely with a senior designer to create a rebranding and new range for the in-house brand Mantaray, where one of my key roles was to source environmentally friendly alternative fabric and dying sources and materials.
* I was an integral part of creating the PLM system and design specifically for Debenhams and was responsible for creating the templates for menswear and training others in my team on the software. I was also the representative for Adobe illustrator where I held a similar role, training others in my team
* I was responsible for presentations to multiple levels of seniors of my swimwear and loungewear ranges, working very closely with the buyers to create a new but also commercial selling range.

**Anglo Accessories (May 2014- October 2016)**

**Menswear Fashion Designer:**

A leading supplier in accessories, for over 30 different high-street and online retails across men’s ladies and childrenswear soft accessories and sunglasses.

* I created the full range of men’s sunglasses which I presented to over 30 different high-street and online retailers
* I attended and planned multiple Far East development trips alone and with clients where I worked closely with the client and the factory to create a full range of men’s sunglasses for ASOS, this consisted of over 200 different styles. After this trip the CEO of Anglo was contacted by the client to express that this was their most successful menswear accessories development trip to date
* I attended multiple showcases for accessories, in both Paris and Milan, after which I created extremely detailed reports, showcases the trends of the styles designs and features to share with my clients.
* I created ranges of both Ladies and Men’s soft accessories for multiple brands
* I created the tech packs and communicated with the factories in both India and china, where I was responsible for all aspects of the design up to and including sample approval.
* I negotiated alternative design possibilities for the ranges I designed to correspond to each clients price range per unit.
* I worked over 27 different clients at a time, maintaining all deadlines and fulfilling all briefs needed
* I created Anglo’s new company website as well as the website for the in-house brand of ladies accessories. This was achieved by a self taught method and had no previous experience in this field
* I was trained and then became the company expert on the new 3D printing machine and software to create sample prototypes of sunglasses in the office to reduce lead times and sample costs from the factories.

**Atlas Design ltd (July 2012 – May 2014)**

**Intern (to) Junior Designer:**

A leading supplier for men’s shirts, and loungewear, with a in house brand ToBeFrank, who appeared at menswear fashion week “ones to watch” during my internship

* I was in charge of backstage dressing for ToBeFrank at menswear fashion week
* I assisted the designers on cad and print design, as well as creating a range of graphics for men’s loungewear for multiple clients
* I was asked to return during my final year of university for 1 day a week where I created and pitched a full range of men’s shirts to New Look and USC. I was then asked to return after I graduated.

**Education References**: Available upon request

**University of the Creative Arts 2013**

BA (Hons) Fashion Design 2:1

**Penistone Sixth Form College 2010**

3 A-levels (Art, Textiles, Biology)

**Penistone Grammar School 2008**

12 GCSE (A\*-C including English and Mathematics)

**Skills**

**Adobe Suite:** Illustrator / Photoshop / InDesign / dream weaver

**Illustration:** Procreate / Auto sketch draw / hand drawing / Kaledo weave / Print

**Web building software’s**: Invision / WIX / Squarespace / Shopify / wordpress

**PLM**

**Microsoft Suite**

**3D software**: geomagic / 3D hardware: cube pro

Outstanding communicator / interpersonal skills

Training and development

Verbal presentations.

Conscientious and hard working.

Outgoing, friendly personality.

**Other Skills/Interests and Hobbies**

**French:** Intermediate level B2 in French.

**Hiking:** This is a regular activity of mine. Either in the Peak district in the UK or the French alps

**Snowboarding:**  I have boarded for over 15 years.

**Coding:** I am self-taught beginner in HTML and Java script

**Stand up comedy:** I performed regularly on the London circuit for 4 years, and ran my own successful professional comedy night monthly in south London