

Personal Profile:

I am a proactive and detail-driven product developer specialising in womenswear and accessories, with a strong foundation in managing end-to-end design lifecycles; from concept creation and technical development to sample rounds and production. Additionally, I bring a commercially focused, trend-aware approach to creating functional products whether that is fashion garments, make-up tools or lifestyle accessories. I have comprehensive experience managing multiple projects simultaneously, creating CADs, high quality tech packs, and liaising directly with international factories to ensure fit, quality, and production timelines are met. My current role as Product Development Assistant - Accessories at REFY Beauty enhances my skills in product development, concept creation, supplier sourcing, critical path planning, and cross-functional collaboration within the company. With over four years of experience and a BA (Hons) in Fashion Design and Technology and deep experience across both ecommerce and high-street sectors, I bring strong Adobe Illustrator, Excel, and garment/product construction knowledge to every project. I thrive in fast-paced environments and enjoy collaborating to create products that blend innovation, style, and function.

Education:

BA (Hons) Fashion Design and Technology: 2.1 - The degree included: Fashion Design; Fashion Technology; Fashion Business; Fashion Culture and Textile testing.

A-level Grades B - C. Including: Fine Art, Sociology, Maths.

GCSE grades: 10 GCSE's A - B. Including; English, Maths, Additional Science and Textiles.

First Aid qualified.

Skills:

I have gained valuable skills vital for working across different work sectors and environments including:

- Microsoft - Word, Powerpoint, Excel
- Google - Doc, Sheets, Slides
- Adobe Creative Suite - Illustrator, Photoshop, InDesign
- Designing for Haute Couture, High-end, High-street and Ecommerce market levels
- Creating fashion design CADs
- Digital print
- Graphic design
- Producing fashion tech packs
- Range planning
- Managing a Critical Path
- Managing PLM documents
- Assisting in BOM and financial cost tracking
- Office Management
- Administration Assistant
- Innovative product concept creation
- Developing new product SKU's
- Fabric/ Trim Sourcing
- Supplier negotiation and international sourcing
- Simultaneously working with multiple different clients
- Communicating with international manufacturing factories
- Liaising with international suppliers
- High-end and high street fashion retail experience
- Using an EPOS system
- Meeting KPI's
- CRM and NPS awareness; data-driven approach to sales and service improvement
- Working in a fast-paced environment
- Retail Operations: Stock replenishment, customer service, and complaint resolution
- Multitasking
- Attention to detail
- Time management
- Working towards deadline

Work Experience

2025 - 2026: REFY Beauty - Product Development Assistant - Accessories: At REFY Beauty, I supported the Product Design & Development team in delivering accessories, GWP items, PR boxes, and campaign-led products aligned with the brand's minimalist, community-driven ethos. I conducted trend and material research across beauty, fashion, and lifestyle to present innovative concepts to senior management. Additionally, I prepared detailed design briefs, specification sheets, and tech packs for suppliers, and managed the sampling process, involving CPA management, and providing comprehensive feedback following in-house testing. I also collaborated cross-functionally to ensure cosmetics and products aligned. Plus I supported cost tracking and supplier communication, while working efficiently within fast-paced development timelines to meet product launches.

2025 - Current: Freelance Designer: As a freelance womenswear designer, I am working with a diverse range of clients to create collections that align with their unique brand identities. My responsibilities include developing detailed technical sketches and CADs using Adobe Illustrator, producing comprehensive tech packs, and managing the sampling and production process with international factories across Asia. Also simultaneously managing multiple client projects and deadlines. My role also involves trend research, fabric sourcing, and providing creative direction from concept through to final product.

2024 - 2025: Maniere De Voir - Design & Sample Coordinator: My role at Maniere De Voir incorporated managing womenswear, menswear and accessories samples. Ensuring that the office operates efficiently when developing new samples and working towards deadlines in accordance to a critical path to complete the tasks. Additionally, liaising with international factories and suppliers in order for quality garments and accessories to be made in accordance with national and international compliance. I managed and sourced new fabric to help the designers with the creative process taken from a brief. As well as managing a range plan for womenswear, ensuring that any design development changes are reflected digitally and physically, to assist with both product photoshoots and retail visual merchandising.

2022 - 2024: Stitch Co UK - Fashion Designer: My responsibilities at Stitch Co UK, included designing CADs and creating tech packs for womenswear clothing brands both nationally and internationally for example; EGO, Fashion Nova and Pretty Little Thing. Focusing on developing collections based on briefs given and independent future trend research. Additionally, I assisted account management for EGO, being the first point of call for liaising with both client and international factories, sticking to a critical path so that deadlines are met.

2021 - 2022: Tommy Hilfiger - Part Time Sales Assistant: Working as a part time sales assistant at Tommy Hilfiger in The Trafford Centre Manchester. I gained transferable experience and skills which prepared me for working for future employers. Working in fast paced customer service environments improved my communication and teamwork skills to ensure tasks are successfully completed, whilst ensuring customers have a positive experience. I gained time management skills focusing on prioritising tasks and working towards deadlines. I learnt to follow instructions, to work calmly and efficiently under pressure, solving problems and adapting my work to complete projects. Using an EPOS system helped me to understand computerised systems to assist and improve processes. I learnt how to work towards personal and business KPIs targets and to comply with health and safety such as keeping work areas clean and tidy and stock organised and replenished.

2020 - 2021: Stitch Co UK - Fashion Design Intern: During my placement year at Stitch Co UK, I gained an understanding of fashion designing within the industry. Communicating fashion ideas with clients and ensuring financial consideration for each project. I was able to be a part of the whole design process from initial concept/brief to gold seal approval as the final production sample. I also gained an understanding of the fashion calendar and working towards deadlines, in line with a critical path.

2020: Lulu Liu London - Fashion Design Assistant Intern: I gained valuable experience at Lulu Liu London as I assisted in the development of a new haute couture collection. Focusing on digital print design to work alongside handmade prints. Additionally, help creating draped samples on stand and producing hand sewn embroidery.

2016: Primark - Part Time Sales Assistant: I worked as a part-time Sales Assistant, which enabled me to learn the skills required for working in a fast-paced retail environment, interacting with customers, fulfilling their enquiries and the importance of taking instructions from managers; while also working independently.

Hobbies and Interests

From a young age I have participated in performing arts, enjoying dancing, singing and acting. My hobby led me to become Vice Chair and Team Captain for Manchester Metropolitan University Dance Society for 4 years while I was studying. And has led me to continue performing and competing at a higher level; I remain active by attending different dance classes and the gym throughout the week. Additionally, my love for food keeps me in the kitchen baking and cooking new recipes for healthy alternatives and sweet treats.