

Ralph Pink

me@ralphpink.com | +44 7799667442 | <http://www.ralphpink.com/Folio>

FASHION GRAPHIC DESIGNER

Well established, multi-disciplined graphic and print designer with extensive experience in the fashion and clothing industry. A strong knowledge of print design, fashion illustration, CAD, multimedia presentation, product and brand development, trend analysis, digital pattern cutting, in wholesale and retail environments and across all markets. In-depth understanding of key software platforms such as Illustrator, Photoshop, Indesign, Prezi, PowerPoint and web design platforms.

EXPERIENCE

PATTERN-LAB (London, UK)
E-COMMERCE

Co-Founder & Creative Director 2015 - Present

Working as joint collaborator with a software engineer to produce Pattern lab – a software platform that uses bespoke measurements to automatically produce custom, client specific, garment patterns, live and on demand.

Initially conceived in March 2014 as an offshoot product of the Ralph Pink Ltd brand, Pattern Lab is in its first stage of development and will be ready for release in January 2017.

RALPH PINK LTD (London, UK)
E-COMMERCE

Founder & Director 2012 - Present

Preliminary role includes:

- Initial idea conception
- Carrying out market research to identify initial idea as a viable business opportunity within the domestic sewing sector.
- Sourcing online networks, building relationships and working with focus groups to develop initial product concept, logo design and brand identity.
- Interpreting research to design, develop and oversee implementation of company website and payment gateway across multiple platforms.
- Analysing seasonal trends to design a collection of women's wear patterns and produce spec-sheets for initial toiling. Patterns include commercial, corsetry, couture and basic blocks.
- Managing fit sessions, sending comments and amending specifications from initial prototypes through to finished patterns and garment toiles.
- Liaising with graders to create a standardised size chart and expand available size range, whilst ensuring design lines are maintained.
- Conversion of basic DXF nested grades into fully branded digital patterns, including creation of product-specific illustrated instruction sets, to produce fully branded downloadable pattern packs.
- Material sourcing, costing, and liaising with a samplist to create finished garment samples.
- Art directing and managing a small creative team to produce e-commerce and editorial imagery to promote product, whilst adhering to brand identity.
- Sourcing and setting up online focus groups for final product testing and potential ideas for future development of product.
- Managing website sales, refunds and company accounts. Created a database and accounts system in Excel and Access to analyse annual sales and individual product success.
- Developing and maintaining an online presence via advertising, campaigning, and social media and SEO services.

Achievements:

- Developed a technique for full scale digital pattern cutting within Adobe Illustrator.
- Produced the MGV2; a side line project that teaches users to construct bespoke basic blocks in Adobe Illustrator – lead to creation of Pattern-Lab.

Freelance 2010 - Present

Presentations

- Design and development of large scale multimedia concept presentations for clients such as Winter Wonderland and HSBC, using Prezi and PowerPoint

Design and product development

- Working as a multi-discipline graphic designer providing a range of services including; product design/ development, print design, illustration, CAD and branding for independent clients and companies such as ASOS, Arcadia Group and Ice Bar - Winter Wonderland.

TAPESTRY DESIGN Co Ltd (London, UK)
SUPPLIER

Department Assistant / Promoted To Graphic Designer - 2006 - 2010

Department Assistant - preliminary role includes:

- Assisting with seasonal trend analysis, using WGSN and Style Sight.
- Assisting with design and creation of buyer presentations for all accounts, including in-house products.
- Assisting with CAD and free hand fashion illustration for tech packs and design boards.
- Assisting with client specific print concepts, design and sample creation.

Fashion Graphic Consultant, Preliminary role includes:

- Working in conjunction with design team and liaising with factories to develop new products through design, print and merchandising for a variety of key retailers including: The Arcadia Group, ASOS, Selfridges, HOF, Debenhams, ASDA and Tesco.
- In charge of creating seasonal print ideas and presentations; from domestic and international trend research, concepts, mood boards and existing client range.
- Responsible for placement graphics, all over repeat prints, embroidery and embellishment, back neck labels and swing tags.
- Working with the design team to produce high quality multimedia presentations for clients to promote in-house products and services.
- Liaising with factories and making site visits to identify ways of improving print quality and efficiency, thereby reducing costs and maximising actioning time and profitability.
- Responsible for colour calibration tasks and escalating software issues.

Achievements:

- Modernised the in-house print design process from paper to digital design, increasing the actioning time and reducing cost of all factory print packs.
- Built a digital archive of over 300 prints and graphics
- Updated and overhauled the design departments IT systems and software integration, including design team orientation and understanding.

QUALIFICATIONS

MIDDLESEX UNIVERSITY
London England

BA (HONS) Fashion Design - 2003 - 2006

- Research, Trend prediction, design and development, illustration, cad design, range planning, pattern cutting, sewing and manufacture, textiles, photographic styling, digital image editing, corsetry, digital printing, screen printing.

UAL - CAMBERWELL COLLEGE OF ARTS
London England

BTEC National Diploma Foundation Studies in Art and Design - 2000 - 2001

- An introduction to the principles and ideas surrounding the field of art and design, including art history, photography, textiles and fashion design, graphic design, print design and communications, sculpture and fine art.

REFERENCES - References available on request