

Céline Bakshi

Location: London

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PERSONAL PROFILE:

Having studied at the prestigious Cordwainers in London for four years, I have now graduated and am eager to embark upon my career in the footwear industry. During my studies, I spent one year as a design assistant at Dr. Martens. Already having strong hand drawing skills, my time here allowed me to perfect my CAD capabilities using Photoshop and Illustrator. Going into my final year my organisational and time management skills were very important and really helped me to achieve what was required. Since graduating in 2009, I have been working as a freelance designer for Open Runway. I was given creative lead on the first collection, and I also spent three weeks in China helping develop samples. My knowledge of pattern cutting, footwear construction and the making process was invaluable for completing this stage. Since May 2010 I have been working as a freelance designer for a supplier called Devoted Ltd. Finally, another skill of mine is that I am fluent in French.

EMPLOYMENT HISTORY:

Relevant Work Experience

May 2010-Present

DEVOTED LTD

(Freelance Designer)

- Design footwear and handbag collections in accordance with what the customer requires. Customers include: Coast, Phase Eight, Kew and Jacques Vert.
- Trend research and comp-shopping.
- Sketching free hand and producing full technical drawings.
- Attend regular customer meetings to discuss upcoming collections, development and final collections.
- Produce specification sheets for all development.
- Follow up development through regular correspondence with factories in the Far East.

October 2009- ongoing

OPEN RUNWAY

(Freelance Designer)

- Design new styles and all accessories and embellishments for the up coming début collection.
- Produce all technical drawings for the factory.
- Set out the full materials collection and colour palette for the first season.
- Oversee the development of some early samples. This was done long distance through email, photos and regular conference calls.
- Spent 3 weeks in China overseeing sample development first hand. Assisting fit tests and

- design and technical alterations.
- Sourced all materials and embellishments first hand in China.
- Have been working on and off since October 2009, helping where necessary while Open Runway prepare to launch.

July 2007 – June 2008 AIRWAIR INTERNATIONAL LTD (Design Assistant)

- Worked as an assistant to the lead menswear designer and was given the chance to work on men's, women's and kids wear projects.
- Carried out trend research, assisted when colour ups were needed quickly to send out to factories and generally helped with any job necessary.
- I was also given the opportunity to design boots exclusively for the band 'The White Stripes', Dr. Martens/Ibiza Rocks bracelets, and a kid's collection for a possible collaboration with Disney.

October 2006- December 2006: DRAPERS (University Based Project)

- Project Brief: To design a range of footwear for either a made up or existing brand Required research into the company, consumer, trends and market.
- Design a range of six shoes and make a prototype of one style.

Other Work Experience

September 2005- June 2007 BENEFIT COSMETICS (Retail Assistant)

- Required to be aware of current trends (particularly colour), subsequently recreating looks on customers.
- Serve customer needs and deal with enquiries.
- Responsibilities include, providing good service, running the counter alone, cash handling.
- Working as part of a team and alone in order to reach targets.

EDUCATION:

2005-2009 BA(Hons)PDDFI Cordwainers Footwear: **2:1** London College of Fashion

October 2008- May 2009: FINAL YEAR PROJECT

- Project Brief: To develop a concept for a brand, expand this idea and design a collection appropriate to the brand and concept.
- Required detailed market and consumer research in the form of visual research and report writing. Constructing a business plan was necessary to show the viability of the concept and brand itself.
- Design a collection of 10 shoes and to prototype 2 of these styles.
- Using an external Italian factory required a professional and concise approach.

2004-2005 Foundation Diploma: Art & Design: **Pass** Surrey Institute of Art

2002-2004 A Levels: **2 at grades A-C** The Beacon Sixth Form

AS Levels: **2 at grades A-C**

2002 GCSEs: **11 at grades A*-C** The Beacon School

ACHIEVEMENTS:

- Being given the opportunity to work for Open Runway and to be such an integral part of the design and development process.
- Being awarded a 2:1 for my BA(Hons) in footwear.
- Being part of collaborations for Dr. Martens with other designers and companies.

References are available upon request.