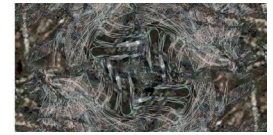


# ALEXANDRA LLOYD



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BFA Fashion Design 2013 - Parsons the New School for Design  
Savile Row Bespoke Association Apprenticeship training

Languages: English (Mother Tongue), French (Fluent), Italian (Fluent)  
Russian (Conversational), Spanish (notions), Dutch (notions)

A graduate in Womenswear design, I am an adaptable and motivated person who constantly looks to learn and expand her horizons. I have a well rounded knowledge base with working experience in design, cutting, production, PR & sales. My work history in different roles allows me to effectively collaborate with different departments and multitask; I have taken on roles that have required quick adaptation and work under pressure, taking advantage of my ability to learn, absorb and process new skills and information and quickly adapt them to the task at hand. I have built solid relationships with both suppliers and colleagues and remain calm in high pressure situations, with an ability to work both in teams and independently.

## Technical Design Skills

- Production of Technical flats & files, Textile identification, Illustration (CAD & hand), Print design & matching;
- Preparation of mood boards, Colour research, Research into suppliers, Price comparisons, Market studies;
- Pattern drafting from flat, Draping, Pattern drafting from toile/calico, Costing Patterns/Lay Plans;
- Printmaking, Screen-printing, Batik, Devoré, Development of surface treatments, Block printing;
- Machine and hand knitting, Crochet, Machine and hand sewing, Savile Row Tailoring techniques;
- Preparation for photo and film shoots, Reordering of showrooms & boutiques, Visual merchandising, Styling;

## Administration & Product Development

- Communication with suppliers; Coordination of production; Coordination of stock levels, fulfilment and returns;
- Tracking of production processes, reviewing samples and quality control, maintaining critical path to schedule;
- Production of invoices and shipping invoices, costing, accounting and the production of budgets;
- Updating e-tailing descriptions and general webstore maintenance; Website construction and maintenance.
- An eye for detail and visual merchandising;
- Data management, Graphic Design, Creating databases/data entry systems;
- Maintenance of archives, Creation of library database, stocking fabric archives;
- Gallery management: The organisation of Openings, exhibitions & events, including liaising with visiting artists.
- Providing VIP client-side service (Experience with Royalty, Diplomats and luxury fashion showrooms);

## Computer Proficiencies

- Camerawork, processing & post processing (Darkroom/digital and Computer), Video editing;
- Adobe Photoshop, Illustrator, InDesign, AfterEffects, Lightroom (CS3-6) ;
- Microsoft Word, Excel, Access, Powerpoint, Apple Pages, Keynote, Google Docs;
- RetailPro, EZ poz, Zedonk, Woocommerce, Xero;
- Blogging platforms and Social Media (Wordpress, Blogspot, Tumblr, Pinterest, Twitter); Webdesign

## Writing, PR and Editorial

- Translation of Press Releases; creating content across platforms; Design of posters, websites and PR materials; Editing of reports, seminars and presentations;
- Selected on multiple occasions to be published in Inside/Out-The Parsons Paris student publication; Winner of Academic Scholarships;
- Invited to speak at the Cheltenham Literary Festival 2008, Selected for Conference on Feminist Discourse in International Relations 2008 (LSE); Published in Poetry Anthology;

## Work Experience

Meng - Product development & studio management	Dec 2015-	Gyunei - Studio Assistant	Jul - Oct 2013
Deviyani Cockcroft - Seamstress, Cutter, Designer	May 2014-	Gyunei - Embroidery and Beading Intern	Jun 2013
Catherine Walker - Atelier & Production Management	May - Oct 2015	Parsons Paris - Fashion Design Dept Admin	Sep 2009 - May 2013
petercockcroft.com - Web Designer	Feb 2015	MKR Magazine - Editorial/styling Consultant	Jun 2012-14
Rejina Pyo- Assistant Designer	May - Aug 2014	Shaghig Tertzakian - Production placement	Jun 2012
Made in God- Blogger, Translator	May 2014	American Retro - Studio Intern	Jun - Oct 2012
Bruno Pieters- Design and studio assistant	Oct - May 2014	Bella Howard Photography - Photo Assistant	Jun 2009

## Showroom Experience

Oscar De La Renta      Alexis Barrell      Didit Hediprasetyo      Lanvin Homme      Diane Von Furstenberg      Nicholas Kirkwood

Downe House School, Newbury, Berkshire (UK)

GCSE - 9 A\*s 4As      Free Standing Maths Qualification - Advanced Maths (B)

A Level - French (A), Art (A), General Studies (A), Italian (B), History (B)