



# ALEXANDRA WEATHERBY

## DESIGNER & PRODUCT DEVELOPER

I am highly self-motivated with a proactive, methodical approach. My positive and observant nature allows me to be a great asset within a team environment. As a designer I am technically minded with a strong eye for colour and detail. My ethos involves conscious design, responsible fibres and ethical production. Having a creative spirit and tenacious drive, my aim is to design and develop commercial fabrics and garments that balance aesthetics, fit and performance. I love pushing the boundaries of technical craftsmanship, whilst incorporating innovation, creativity, collaboration and continual learning at every level, from concept to development and product realisation.

### Experience:

Designer & Product Developer  
Monarch Knitting, Leicester  
Nov 2021 - Oct 2023

- Technical drawing/tech packs/CADs, concept/product development, trend/colour/competitor research, garment fitting, recording fit notes, measuring/managing samples, colour matching, apparel/knitwear/sportswear design, design programming, technical textiles, fabric design/development, sourcing/supply chain liaising, managing CRM/PLM system/critical path, Illustrator/Photoshop/Excel, data entry/analysis, costings/BOMs, updating size charts, tracking/managing invoices

Assistant Seamstress & Embellisher  
Willow Bridal, Cheshire  
Sept 2021 - Nov 2021

- Pattern cutting, garment construction, hand/machine sewing, garment fittings, alterations, bespoke veil design, hand embroidery, bead embellishment, buying, consultations/appointments

Costume Design Assistant, Studio  
17: Costume Makers, Cheshire  
May 2020 - Sept 2020

- Pattern cutting, garment construction, hand/machine sewing, garment fittings, alterations, fabric sourcing, liaising with fabric/trims suppliers, general ad-hoc - CRM/invoices/shipping/returns

Assistant Designer & Embellisher  
Emma Beaumont Atelier, Cheshire  
May 2018 - Sept 2018

- Hand sewing, embroidery, bead embellishment, pattern cutting, bespoke veil design, fabric sourcing, liaising with fabric/trims suppliers, managing fabric/lace libraries

### Contact:

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### Education:

- De Montfort University, Leicester, 2018 - 2021:

**First Class (BA) Honours** Fashion Textile Design, Specialised in Fashion Knitwear & Knitted Textiles

- Sir John Deanes College, Cheshire, 2016 - 2018:

**A-Levels: AAB** (English Literature A, Art Textiles A, Graphic Design B)

- Eaton Bank Academy, Cheshire, 2011 - 2016:

**11 GCSEs A\*- B**, (Mathematics A, English Literature A\*, English Language A)

### Skills:

- Excellent communication (verbal, written & visual)
- Extremely organised with efficient time management
- Highly self motivated, proactive & methodical
- Logical & analytical with meticulous attention to detail
- Proficient in Microsoft Office & Adobe Creative Suite
- Strong concept/product development, competitor/trend awareness, fabric design/development, garment fitting
- Supply chain liaising, managing PLM/critical path, sourcing
- Apparel design, technical CADs, size charts, costings/BOMs
- Strong technical knowledge of fibres/yarns & knit fabric constructions (single/double jersey, flat bed/circular knitting)
- Strong interest & passion for sustainability/ESG/CSR

### Achievements:

- ITMA Milan 2023 Exhibitor with Monarch Knitting
- Dubai Expo Sustainability Panelist for UK Pavilion 2021
- DMU Entrepreneurship 'Pitch 2 Win' Winner 1st Prize 2022
- Worshipful Company of Dyers Award Winner 1st Prize 2021
- Nick Knight/SHOWStudio Top 21 Shortlist 2021
- Bradford Textile Society Merino Wool Award 3rd Prize
- Bradford Textile Society Combined Processes 3rd Prize
- Fashanne Textile Design Award Shortlist 2021
- Fashanne People's Choice Award Shortlist 2021
- Course Representative at University 2018-2021
- Sir John Deanes Fashion Textiles Award 2017 & 2018
- 'Outstanding Individual' Siemens Marketing Award 2016