

ALBA PRAT

alba.prat@gmail.com
+45 53 36 73 21



Creative Director with 10+ years of international experience across the luxury and premium design landscape —elevating brands, driving innovation, leading teams to creative excellence, and delivering collections at the intersection of creativity and commercial that focus in business growth at a global scale.

Passionate about storytelling, with mastery of pattern cutting and global market needs.

With a dual background in Environmental Sciences and Fashion Design, my conceptual approach and analytical mindset challenge conventions and foster forward-thinking design.

A strategic thinker and visionary with exceptional collaboration, communication and presentation skills.

EDUCATION

MA & BA Fashion Design

University of the Arts, Berlin, 2007-2012

MSc & BA Environmental Sciences

Autonomous University of Barcelona, 1999-2004

TOP SKILLS

- Increased 40% revenue by improving collection performance at Stine Goya
- Expanded global market presence across 5+ countries by leading brand collaborations at Stine Goya
- Increased hit rate to 80% by reducing prototype overdevelopment at Day
- Boosted profit margins to 70% by implementing design and price strategies at Day
- Implemented circular design principles by reusing 3.000+ meters of surplus luxury qualities at Rodebjer
- Built and mentored high-performing teams up to 12 designers at By Malene Birger

WORK EXPERIENCE

Day Birger et Mikkelsen

Creative Director | Feb 23 - Present

- Report to CEO
- Rebrand and reposition the brand in an international market
- Lead collection development from concept to SMS
- Secure commercial input from all departments in the design development
- Ensure premium quality products that are according to desired target margins
- Collaborate with all departments ensuring an efficient workflow and aligned vision
- Develop and inspire a team providing support to foster their professional growth
- Direct presentations pitching concepts, product strategies and trend analysis
- Build a trustworthy relationship with C-suite executives, partners and shareholders
- Lead creative strategy for campaigns, E-comm shoots and video productions
- Ensure a strong aesthetic across all digital platforms
- Collaborate with expert leaders and their teams from global external agencies, production companies and consultants
- Hire in-house talent, freelance consultants and external agencies

Rodebjer

Creative Design Consultant | March 23 - Aug 23

- Report to Collection Director
- Execute the vision of the Founder ensuring products consistent with the brand identity and business strategy
- Support the Collection Director organizing a cohesive and balanced collection across categories, driving sales and brand appeal for all customers
- Design for commercial success, ensuring the offer drives the brand forward and maintains quality
- Seek innovation through surplus fabrics from Italian mills
- Design detailed hand and Illustrator sketches that show proportion and details
- Create high quality tech packs and follow up the prototypes with the factories
- Work closely with Pattern, Product Development, and Production for aligned lead-times and margins

Stine Goya

Design Director | Sep 20 - December 22

- Report to Founder
- Develop seasonal concepts aligned with the brand DNA and target audience
- Design direction for RTW, Accessories, Jewellery and Eyewear
- Identify new market opportunities and develop with strategic collaborations
- Define mood, print boards, colour palettes, and fabrics
- Lead the creation of in-house hand painted prints, embroideries, and fabric developments that reflect the brand's commitment to artistry and craftsmanship
- Conduct market research to identify trends, consumer preferences, and competitive landscape, integrating results into design concepts
- Direct fitting sessions ensuring fit and quality, and elevate blocks
- Partner with Product Director to create strategic product range plans
- Lead and inspire a top performing team fostering a positive work environment
- Collaborate with all departments ensuring a cohesive vision

PERSONAL SKILLS

Cross-functional team leading, strategic planning and time management, creative problem solver, curious mindset, driven, persuasive, sense of humour, resilient, resourceful, calm, empathetic listener, emotionally intelligent, hands-on, adaptable, thrive in change & fast-paced environments

COMPUTER SKILLS

3D Visualization AI tools - proficient
Illustrator, Photoshop, InDesign - proficient
Delogue, PDM, PLM - proficient

LANGUAGES

English - proficient
German - proficient
Danish - intermediate
French - beginner
Italian - beginner
Catalan - native
Spanish - native

INTERESTS

AI & technology, textiles, architecture, sports cars & Formula One, ski, tennis, interior design, industrial design, nature, travelling, sci-fi movies, electronic music, science & quantum physics

By Malene Birger

Head of Design | Jan 19 - May 20

- Report to Creative Director
- Set seasonal design briefs across 4 collections and capsules a year
- Oversee the entire design process, from initial conception to production
- Optimize internal design processes for all teams understanding their workflows
- Ensure deadlines are adhered to the critical path via weekly meetings
- Mentor and inspire a high-performing, engaged team that delivers results on time
- Monitor sales and apply learnings to designs
- Ensure accurate tech packs
- Present collection to C-suite executives, agents, partners and shareholders

Mulberry

Senior Designer | June 16 - Dec 18

- Report to Head of Design
- Work closely with Creative Director and Head of Design on seasonal concept
- Design two show collections and two lookbooks per year
- Research trips to vintage warehouses in Italy and France
- Seek innovation through vintage, markets, and online imagery
- Create moodboards and design stories based on Creative Director's brief
- Select luxury fabrics and trims from Italian mills along with the Creative Director
- Hand and Illustrator sketching based on moodboard and design stories
- Collaborate with in-house atelier on prototype development
- Create accurate fit notes for the Italian factory
- Travel monthly to the Italian factory to launch the collection

Victoria Beckham

Designer | Dec 14 - May 16

- Report to Senior Designers
- Imagery and vintage research based on design stories and moodboards
- Create precise CAD's in Illustrator
- Develop colour-up sketches in line with seasonal colour palette and prints
- Launch and follow developments with in-house pattern cutters and seamstresses
- Assist Senior Designers and Creative Director during fitting sessions

Céline

Design Development Assistant | Sep 12 - Nov 14

- Report to Product Developer
- Manage day to day product development of the collection
- Develop a professional relationship with Italian factories and suppliers
- Drapes, finishings and mock ups based on design stories and moodboards
- Assist fashion shows and lookbooks