

# katarina matijevic

womenswear & graphic designer

+46 72 970 01 66

matijevickatarina@gmail.com

tvvin.tumblr.com

<https://www.linkedin.com/katarina-matijevic/>

## summary

Curious & motivated professional with a background in Fine Arts & experience in Luxury fashion. Meticulous researcher with a passion for forecasting. Driven by a strong visionary perspective paired with a desire for design innovation, always focusing on alignment with brand identity.

## education

2020 | **Institut Français de la Mode, Paris**

Professional Integration

2018 | **Institut Français de la Mode, Paris**

MA | Garment Design

2017 | **Faculty of Applied Arts, Belgrade**

MA | Fashion Design

2013 | **Faculty of Applied Arts, Belgrade**

BA | Fashion Design

## skills

**Expert: Adobe Illustrator, Indesign, Photoshop, Microsoft Office,** Hand-drawing, Technical sketches, Trend Analysis, Research, Concept / Creative Direction

**Advanced: Adobe Lightroom, XD,** Graphic & Textile

**Intermediate: 3D CLO,** Modeling, Pattern making, Draping, Toile

## courses

**3D CLO** | Creative Summer camp; Intermediate course; Shirt workshop; Twisted garment workshop; Garment transformation & Everyday CLO workshop

**DESIGN FOCUS** | Luxury craft, Uniform, Romantic & Still Relevant products workshop

## soft skills

**Curious, analytical & proactive.** A strategic thinker with a passion for creative problem solving, driven by the need to challenge self in search for innovations & improvements. Focused & introspective individual with team spirit mindset.

## languages

**English** | Highly proficient

**French** | Conversational

**Serbian** | Native language

## experience

December 2023 - ongoing | **H&M**

**Everyday Womenswear Dresses - Junior Designer**

Responsible for catwalk analysis, research & design of woven dresses in alignment with Visual Goal & Assortment plan. Giving fit comments & updating AWs. Communicating with pattern & production on a daily basis. Translating the current trends in luxury & bringing them to the Everyday customer.

November 2022 - November 2023 | **H&M**

**Everyday Womenswear Blouses - Junior Designer**

Responsible for Sets alignment with Skirts & Trousers team. Updating Department & Big Overviews. Took charge of Catwalk analysis research and presenting, along with designing blouses/shirts, in alignment with Visual Goal & Assortment Plan. Did print design for seasonal stripes of Linen & Cotton shirts. Gave fit comments & updated AWs. Took part in all design focus workshops to deliver irresistible & highlight pieces. Designed some of the S8 top-selling products.

September 2020 - March 2021 | **Chloé**

**Assistante Styliste Infographiste** - Designing and launching of prints, embroidery & weaving, with sustainability focus. Creating mood boards for seasonal graphics concept. Presented designs to Head Designer and company CEO. Kept all the responsibilities of a Studio Assistant in parallel with the new position.

February 2020 - July 2020 | **Chloé**

**Studio Assistant** - Creating Technical sketches and launching files, Flat sketches for Sales Book, Photoshop simulations & creating seasonal Colour Palettes for both RTW & Accessories Studio. Took part in all the fittings & was in charge of updating the fitting files. Assisted to the Head of Design in all parts of the collection process.

March 2019 | **Givenchy, Olivier Theyskens,**

**& Other Stories | Speed Design Project** - Designing a capsule collection for each brand within 5 days.

Separate briefs, target market & persona. Delivered brand, market & target customer analysis, created the concept, along with fabric & colour board, hand sketches, Photoshops & a full line up with flats. Presented in front of design heads and creative directors.

June 2017 | **SS18 Fashion Show**

Faculty of Applied Arts graduate students' Fashion Show. Student Cultural Center, Belgrade

## honors & awards

2018 | **LVMH Scholarship Award** for MA Program in Garment Design at Institut Français de la Mode | Paris, France

2013 | **IED "Creative Diary" Scholarship Award** Fashion Program, Istituto Europeo di Design | Rome, Italy