



# Mirko Albertin

Senior Graphic & Print Designer

London, UK

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## Links

[Website](#) [LinkedIn](#)

## Languages

French (Basic)

Italian (Native)

Spanish (Basic)

English (Fluent)

## About

Global Apparel Print and Graphic Designer Creative, resourceful, and highly motivated design professional with 15+ years of combined experience in print design, fashion design, and graphic design. Reputable track record in motivating and leading teams to meet deadlines while guaranteeing quality, consistency, and brand alignment. Skilled in managing workflows, allocating resources, and collaborating with design teams, fashion designers, buyers, suppliers, and key stakeholders to achieve long and short-term goals. Compelling communicator with strong organization, problem solving, and interpersonal skills and proven success in blending creativity and technology to design and develop innovative print/apparel solutions for international, well-established brands. Adept at sourcing and developing new printing techniques, fabric bases, and fabric manipulations by continuously seeking and analysing industry design trends.

### BRANDS WORKED WITH

- Debenhams Full-Time
- Menswear, Brodesign( Brotek)
- Menswear, Debenhams
- Next Group Plc- Next Sourcing London
- Replay
- Various Brand
- Various Brands
- Wdt

## Experience

### ● Senior Print Graphic Designer

Menswear, Brodesign( Brotek) | Jan 2021 - Now

Lead Designer with a global view of trends relating to all key Clients accounts working with the sales team to decide on priority of requests and design original, fit-for-purpose artworks and shapes accordingly. Developing new trends and presenting to clients, buyers and guiding colleagues. Creating and applying industry knowledge to forecast fashion trends from different sources. Developing new print techniques, fabrics, washes, colours, shapes and details covering Fashion and Licensing. Key accounts: Primark, John Lewis, George (Asda), Next.



### ● Graphic & Print Designer

Various Brands |

Collaborated with multinational manufacturer and distributor Avery Dennison to develop branding, labels, and metal accessories for Hugo Boss. Completed projects for Wed'ze and utilised extensive print design knowledge to deliver apparel graphics for menswear trends/forecast books by collaborating with Style Right Trend Books.

### ● Senior Graphic Designer

Debenhams Full-Time | Aug 2013 - May 2020

In this role I steered significant efforts to revamp brand image by leading and directing multidimensional design teams. Also, I assessed, approved, and directed key printing methods, techniques, and application of graphics to ensure optimal productivity.

Some of my contributions are:

- Oversaw overall branding, printing, and graphic applications for all Debenhams brands including RJR John Rocha, J by Jasper Conran, Mantaray, Hammond & Co., (UN) BIAS, and Maine.
- Researched and analysed prevailing fashion/market trends to design and develop various branding graphics including but not limited to logos, illustrations, and vectors as well as textiles and apparel prints. see less

### ● Experienced Apparel and Branding Graphic Designer

Various Brand | Jan 2013 - Aug 2013

As a freelance graphic designer, I interfaced and collaborated with multiple Avery Dennison design teams to develop multitude of designs including branding labels, tags, and metal accessories. I utilised comprehensive

knowledge to deliver apparel graphics for menswear trends/forecast books by collaborating with Style Right Trend Books.

Key Accomplishments:

- Coordinated, designed, and developed robust branding projects for HUGO BOSS Green, HUGO BOSS Orange, and Snowboard Brand Wed'ze.
  - Built and nurtured strong professional networks with multinational manufacturer and distributor Avery Dennison.
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## ● Senior Print Graphic Designer

Menswear, Debenhams | Jan 2013 - Jan 2020

Managed high-performance design teams and led complex design projects for multinational retailer which included brands such as RJR John Rocha, J by Jasper Conran, Mantaray, Hammond & Co., (UN) BIAS, and Maine. Created strategic solutions by conducting in-depth market research, analysed fashion/market trends, collaborated with fashion designers, and communicated with clients to achieve branding needs. Oversaw branding, printing, and graphic design applications and provided insight in selecting printing methods, techniques, and application of graphics.

Increased revenue by successfully leading and delivering best-selling T-shirt's and prints for clothing across all brands.

Introduced and implemented best practices for assessing, approving, and directing key printing methods, techniques, and application of graphics, ensuring high productivity.

Produced unique, original, and inspiring print designs.

## ● Senior Graphic Designer

Next Group Plc- Next Sourcing London | Jul 2010 - Dec 2012

In this previous role, I rendered expertise to research, design, and develop branding/logos, labelling, packaging, illustrations, and apparel prints. Moreover I oversaw complete design process and ensured all critical dates for relevant product areas. I also managed and assured quality standards for all the prints and approved strike-off production by travelling to on-site production venues in Sri Lanka and Turkey.

Major Achievements:

- Travelled to Sri Lanka and Turkey for sample development procedures alongside London, Paris, New York, Los Angeles, Milan, Berlin, and Tokyo to research markets and accumulate diversified patterns in new designs.
- Led and developed numerous best-selling T-shirt's and clothing prints and got featured on the catalogue.

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## ● Senior Print Graphic Designer

| Jan 2010 - Jan 2012

Conceptualised and developed innovative designs to be printed on apparel in collaboration with design teams, fabric technicians/suppliers, and buyers to help build ranges and create high fashion designs for each season. Reviewed and verified quality standards for all prints and approved strike-off production by travelling to production venues in Sri Lanka and Turkey. Designed and developed visual/branding graphics such as packaging, ...continued... labelling, illustration, and apparel prints. Provided strategic input into types of printing methods, techniques, and application of graphics.

Achieved best-selling T-shirt's and clothing prints for menswear, womenswear, and children's clothing.

Introduced new revenue streams and was featured within catalogue.

Travelled to Sri Lanka and Turkey for sample development procedures.

Undertook successful market research trips to London, Paris, New York, Los Angeles, Milan, Berlin, and Tokyo and accumulated diversified patterns to incorporate into new designs. Additional Experience:

## ● Graphic designer

Wdt | Apr 2003 - Jul 2010

During this tenure I reported directly to Head of Design and Managing Director. I maintained overall PDM uploading artwork images and print design. Also I attended and participated in seasonal trade fairs and graphic arts exhibitions to conceive new ideas, inspiration, and vision.

Furthermore I created, compiled, and presented mood boards to visually highlight and brief seasonal trends and concepts. I also collaborated and consulted with fashion designers to launch seasonal colour palette. I developed various colour ways for salesmen samples and production to ensure consistency and sustainability of the brand.

My contributions are:

- Rebranded and transformed complete Sonneti brand into SC51 by spearheading and streamlining all designing/branding aspects including collections, POS, showrooms displays, and brochures.
- Featured optimal layout and development of each collection of the intranet Swatch Book and Look Book.
- Leveraged extensive expertise to design and deliver appealing visual/branding graphics that include but not limited to look-books, illustration, apparel prints, labelling, 3D and internet based POS and logos.
- Led and managed freelance graphic designers and presented/hosted sales agents, MD, design director, and designers at seasonal range launch.

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## ● Graphic designer

Replay | Jun 2000 - Apr 2003

REPLAY, FASHION BOX INDUSTRIES Spa, ITALY

Brands: REPLAY, E-PLAY, COCA-COLA Ware.

Graphic Designer for the E-play Men's & Women's Apparel & Accessories collections.

Reporting directly to the Creative Director.

Researched and designed the graphics, new prints and patterns for garments and fabric.

Design and development of catalogs, look-books, invitations, labeling.

Art direction for fashion shows, staging for presentations, trade-shows (i.e. Pitti Imagine, Uomo & Milano

Collezioni) and advertising campaigns (published in magazines as I.D. & VOGUE Italia).

Undertook E-Play stores image development.

June 2000 – JANUARY 2001

Replay Style/Fashion Department

Graphic Designer for the Replay Women's Apparel & Accessories collections.

Worked in the Graphic Dept. and reported to the Replay Style/Fashion Dept.

Researched and designed the graphics, new prints and patterns for garments and fabric.

Designed and developed the branding for the catalogues, look-books and company event invitations.

Undertook Replay stores image development.

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