



# Evelyana Leferink

Head of Development/Production, Creative Consultant.

📍 Zürich, Switzerland

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## Languages

German (Basic)

English (Fluent)

Italian (Fluent)

French (Native)

## About

As an accomplished product and project manager with over 10 years of experience working with both multinationals and startups, I am a hands-on and detail-oriented professional who excels at solving complex problems and lead efficient teams. My expertise lies in effective product development and bringing creative solutions to business goals.

As a people person, I possess exceptional communication skills and excel in relationship management and I prioritise creating a positive, supportive, and inspiring work environment.

### BRANDS WORKED WITH

Mira Mikati

Procter & Gamble

RadSwan

Ralph & Russo

## Experience

### ● Product - project manager / consultant

| May 2022 - Now

Clients: Maximilian Davis, Radswan, Skincare Supper Club, Yuty.  
Key responsibilities:

Fashion clients: Led product development: initial toile, protos to SMS & show pieces. Sourcing, briefing (creation of Tech packs) and management of manufacturers, quotation, fabric & trims sourcing, set up and led critical path, budget & logistics.

Fashion clients: Managed all aspects of the product production process: Sourcing cost-effective fabric & new production trims to production fittings. Managed manufacturer's dispatch & day-to-day ops and Lead handovers to sales teams.

Fashion & Beauty clients: Creative production: from developing briefs and scheduling to creative resourcing, budgets, and project delivery (including photo/product and campaign shoots, casting, pre-and post-production).

Beauty clients: Successfully contributed to defining clients' brand DNA & positioning. Shaped communication strategies, brand identities, and creative content across multiple platforms (website, social media, NL, brand books, packaging, and products).



### ● Head of Creative and Chief of Staff

RadSwan | Mar 2020 - May 2022

Key responsibilities:

Developed and managed the critical path for creative projects and product development, overseeing the management of content, marketing, communication, and products. Ensured projects were delivered on time and within budget.

Took the responsibility of the product development team: design of the products, briefs to agencies or factories, sourcing of material, sampling, testing, and production.

Led and coached the creative and marketing teams, and effectively collaborated with external freelance partners to ensure high-quality deliverables and timely project completion. Briefed relevant in-house and external creative teams and planned the teams' resources & time across projects.

Successfully curated and managed all photo and video shoots (editorial & ads) - from ideation, casting, production, and post-production.

Ensured that the creative operations teams are working within the confines of the brands' budgets and are seeking the planned savings required.

Planned for the department's future needs of creative operations: hiring, performance management, salary decisions, talent planning, onboarding & training.

Successfully managed a complex maze of stakeholders: from investors to warehouses, finance consultants, and agencies.



## ● Senior Product Developer

Ralph & Russo | Sep 2019 - Mar 2020

Key responsibilities:

I've worked with factories on the development of the runway & capsule collections: Sourcing factories, Technical briefings, cost negotiations, management of lead times, MOQ, day-to-day liaison, and quality control.

I've ensured the product quality and styling are fit for the market by creating trend boards, range building, sourcing suppliers, and project managing the team holistically to make sure all products are subjected to significant, rigorous testing.

I have managed several critical paths at once, working across 4 seasons at a time & while managing a wide team of freelancers.

Successfully managed several critical paths at once, working with a variety of stakeholders and managing a wide team of freelancers (seamstresses, pattern makers, fabric print designers, embroidery artists.)

Key numbers: Managed 2 Main collections/year + 2 collaborations (La Perla, Beach, Winter, Valentine). Main collection = 300 SKUs / Pre-collection = 200 SKUs / Collabs = 50 SKUs.



## ● Head of Collection

Mira Mikati | Oct 2018 - Sep 2019

Key responsibilities:

Managed a team of 6 designers & product developers along with an average of 5 freelancers per season, working with them to develop and produce seasonal samples in line with target prices and creative research.

Implemented organizational processes within the team and the company for a more efficient way to maneuver relationships and communication between the CD & the wider team.

Trained designers and PD on fabric, trims & new techniques sourcing (in-house and abroad at factories & Premiere Vision).

Owned the costing reviews, finding ways to make products more cost-effective for the wider market & ensuring all information is included and correct to hand over to the production team.

Ensured that the flow of work through the studio was in line with design expectations and time frames.

Greatly improved timings and quality on delivery and cultivated great team cohesion in a challenging design department.

Key numbers: Managed 4 Main collections/year + 3 collaborations (Superga, MR, Kaws). Main collection = 200 SKUS / Pre-collection = 150 SKUS. (Main budget = £62K)

## ● Head of Collection and Production

| Aug 2017 - Oct 2018

Clients: Wales Bonner, Roland Mouret, CMMN SWDN

Key responsibilities:

Implemented and managed the critical paths and made sure the teams were on time and targets against the company's timeline and process goals.

Set costing targets within margins and negotiated with suppliers on pricing, MOQs, payment terms, and lead time for delivery of collection & production.

Sought and assessed new suppliers and manufacturers to improve the profitability of the company through competitive pricing while maintaining high quality.

Successfully trained several junior teams within the design department, and studio management as well as product development, in-house, remotely, or during travels abroad - teaching them how to source, assess costings, and present their research and designs to the management.

Key numbers: Wales Bonner: Managed 4 Main collections/year + 2 Adidas collaborations. Main collection = 150 SKUs / Pre collection = 45 SKUs / Adidas = 10 SKUS (RTW) + 10 SKUS shoes + 3 Bags.

Production: 80/100 SKUS = 3000/4000 pieces - across 70 stores (Main CA= £500K)



- **Design project Manager**

Procter & Gamble | Apr 2013 - May 2017

Key responsibilities:

I was accountable for the Design Delivery Service for Tampax and Always brands.

Design Manager's right hand to deliver design intent to market: Concept exploration, qualitative packaging research, design brief, and Regional Design Adaptation.

I project-managed external Partners (Design Agencies, Production Agencies, Color Separators, and Printers) to drive quality, rigor, and scale in the package execution process.

I owned the Regional Design Delivery Budget (CEEMEA).

I have been recognized to have delivered 87% of the design artwork on time with high quality. With great success, I've led on design for two brands' complete revamp (Always and Tampax)

## **Education & Training**

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2018 - 2019 ● **LONDON SCHOOL OF FASHION**

Certification, Pattern Making

2009 - 2012 ● **Ecole Hoteliere de Lausanne**

Bachelor of Sciences, Bachelor of Business