



# Alida Xavier

Leather | Graphic & Accessories Designer

📍 London, UK

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## Links

[in LinkedIn](#) [@ Instagram](#)

## Languages

English (Native)

## About

MA Luxury Accessory Design and Management Graduate from Istituto Marangoni, London.

Currently working as a full-time Administrative assistant for British heritage Military surplus brand Silvermans Ltd and British Military watch brand Cabot Watch Company. Actively looking for leather Accessories designer roles in the UK.

June-October 2023, London, UK.

- International Accessories category winner for Real Leather. Stay Different in collaboration with Arts Thread, Lineapelle, UNIC- Concerie Italiana, Institute of Digital Fashion and Leather and Hide Council of America.

- Shortlisted under the Top 500 projects for the Graduate design show competition in collaboration with Gucci, hosted by Arts Thread.

2016-2020

Specialized in Leather Technology - National Institute of Fashion Technology, India. Experience in Garment, Footwear, and Leather goods design & pattern making respectively.

Digital knowledge of Adobe Illustrator, Adobe Photoshop & Adobe Indesign.

2019

Chosen as the best Leather Garment design winner by Central Leather Research Institute, Chennai, India.

### BRANDS WORKED WITH

Bellaura Auroville - Leather Embossing Craft

Landmark Group

RAM FASHION EXPORTS PRIVATE LIMITED

Silvermans Ltd

The Pineapple Nation

The Restory

## Experience

### ● Graphic Designer

| Aug 2020 - Now

Branding · Graphic Design · Editorial design · Social media content · Commercial design · UI design · Educational Illustrations

### ● Administrative Assistant

Silvermans Ltd | Nov 2021 - Now

Inventory Management · Consumer Behavior · Customer Relations · Fraud Detection · Point of Sale (POS) Systems · Graphic Design · Branding · Retail Buying · Market Research · Design solutions · Veeva · Shopify



### ● Atelier Assistant

The Restory | Apr 2022 - Jul 2022

Luxury goods restoration · Hand stitching leather · Machine Sewing · Mending · Edgecoating · colour mixing · Teamwork

### ● Junior Graphic Designer

The Pineapple Nation | Sep 2020 - Jan 2022

Branding · Graphic Design · Editorial design · Social media content · Commercial design · UI design · Educational Illustrations



- **Footwear and Accessory Designer**

Landmark Group | Jan 2020 - Jul 2020

Womens and Children's Accessories and footwear design collection SS'21 · Technical

Drawings · Retail brand analysis · Teamwork · Liaison between buying and merchandising team · Design Assistant

- **Footwear Design**

RAM FASHION EXPORTS PRIVATE LIMITED | Jun 2019 - Jul 2019

Womens footwear designer · Teamwork · Technical Drawings · Export house exposure ·

Sampling Liaison between buying and merchandising dept · Design Assistant · Footwear pattern making · BOM · Overseeing export shipments

- **Leather Embossing Artisan**

Bellaura Auroville - Leather Embossing Craft | Jun 2018 - Jul 2018

Crafted Accessories and other products using embossing technique veg tan leather ·

Leather thonging · Hand stitching · Machine Stitching

## Education & Training

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2021 - 2023

- **Istituto Marangoni**

Master's degree, Luxury Accessories Design and Management

2016 - 2020

- **NIFT Chennai**

Bachelor of Design, Department of Leather Design

2014 - 2016

- **Good Shepherd Convent chennai**

High School Certificate, Commerce with Business Math