



Amelia Smith

Senior Freelance Fashion Print Designer at Amelia Jane Smith Ltd

📍 Leeds, UK

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Links

[Website](#)

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Languages

English (Native)

About

Hi! I'm Amelia, a Freelance Senior Textile Print Designer with over 11 years experience in the Fashion industry. I'm highly creative and immensely passionate about designing beautiful bespoke prints for fashion, fabrics, homeware and more!

Since graduating in 2012 with a degree in Printed Textiles, I have worked as a Print Designer for leading high-street brands, fashion suppliers and London print studios before going freelance.

Amelia Jane Smith was started in 2018, to offer my clients bespoke fashion prints, that are beautiful and commercial, but also competitively priced. All my designs are meticulously researched, crafted and prepared to commercial factory printing standards. I strive to create diverse and vibrant prints that balance both the client's brief and industry trends.

My design handwriting is diverse, having sold to various brands worldwide including Men's, Women's and Kidswear, Soft Accessories, Activewear, Swim, Home and Packaging. Brands I have sold prints to include Anthropologie, Nike, ASOS, J. Crew, New Look, M&S, GAP, Topshop, Stradivarius and Guess.

I love hand-drawing and painting in a range of mediums and enjoy creating designs for many different themes. Some of my favourite prints to design are florals, decorative paisleys and fun conversational prints.

I would love to bring your creative visions to life and help your brand with any print design needs.

BRANDS WORKED WITH

Canvas Studio

Edge Accessories

Michael Sehgal & Sons

River Island

Experience

● Senior Freelance Textile Print Designer

| Aug 2018 - Now

www.ameliasmith.com

Working closely with a wide range of clients to create beautiful bespoke print designs to meet their design briefs, using original hand-rendered artwork and digital techniques in both Adobe Photoshop and Illustrator.

My Print Design services include:

- Custom Print Design
- Placement Prints & Apparel Graphics
- Embellishment & Embroidery Design
- Custom Illustration
- Original Hand-rendered Artwork
- Trend Research & Catwalk Analysis
- Moodboards & Colour Themes
- Repeat Layouts
- CAD's, Mock-ups & Line Sheets
- Artwork Specs & Pantone Colours
- Re-working & Re-colouring Existing Prints/Artwork
- Digitising & Vectorising Existing Artwork
- Colour Separating & Preparing Files for Printing
- Additional Print Colourations
- General Design Support
- Exclusive Prints Available via ameliasmith.com Print Shop
- Non Exclusive Prints Available via patternbank.com/ameliasmith



● Print Designer

Canvas Studio | Jan 2016 - Jul 2018

WOMENSWEAR, MENSWEAR, CHILDRENSWEAR, HOMEWARE

Creating original hand drawn, painted and digital artwork to be adapted into commercial print designs using Photoshop, ready to be sold to various fashion and homeware brands worldwide

Researching print trends, Catwalk analysis, Shop reports and mood-boards

Assisting client amendments, creating seamless repeats and preparing files for factory printing on client request

Attending studio meetings to discuss trends and help drive sales

Assisting a sales trip to New York, attending various sales meetings with clients and showing work at The NY Print Show

Assisting the Studio Manager with various admin related tasks to ensure the smooth running of the studio

● Junior Print Designer

Edge Accessories | Oct 2014 - Oct 2015

SCARVES, PHONES CASES & ACCESSORIES

Designing commercial, trend driven placement and repeat prints for AW15 and SS16

scarf & tech accessory ranges using Photoshop, Illustrator and AWA design programmes

Managing design and specific customer requests for Primark scarves account

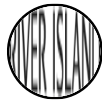
Assisting customer presentation meetings with buyers at Primark and New Look

Daily communication with Edge's team based in China to assist with production

Assisting the sales team in reaching pricing targets for customers and driving sales

Catwalk and Trend research for AW15 & SS16 company trends

Producing weekly print trend and comp shop reports for customers to push sales



● Assistant Print Designer

River Island | Mar 2013 - Oct 2014

SWIMWEAR, SUNSHOP, PACHA, LOUNGEWEAR & ACCESSORIES

Designing commercial, trend driven placement and repeat prints to specific

briefs using a combination of hand drawn techniques and CAD work

Researching trends and creating mood boards for first detail meetings

Designing new garment shapes for our ranges from trend driven research

Creating detailed spec packs of garments to send to suppliers

Attending regular fittings of garments with the buying team and garment technicians

Creating CAD flat drawings of garments for range plans

Working closely with the buying team and attending first detail and sign off meetings

Liaising with suppliers on a daily basis to ensure samples are executed correctly

Mocking up and altering samples ready for meetings

● Assistant Designer

Michael Sehgal & Sons | Jan 2010 - Jun 2010

6 MONTH FULL TIME INTERNSHIP

Assisting the Head Designer in designing the Spring/Summer 2011 childrenswear collections for Michael Sehgal & Sons that were supplied to various high street stores

Designing the prints and graphics for these collections

Designing new childrenswear garment shapes for these collections

Creating detailed spec packs of garments to send to factories

Education & Training

- 2008 - 2012
- Northumbria University

Batchelor of Arts (B.A.Hons), Fashion Design (Specialising in Textiles & Print Design)