

Bareia Ahmad

Womenswear designer - experience across design, production and merchandise for luxury and wholesale fashion brands.

 London, UK

 Bareia is **Available to work**

[Portfolio link](#)

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Links

 [Website](#)

 [LinkedIn](#)

 [Instagram](#)

Work Preference

Location: Not looking to relocate

Pattern: Open to Full time or Part time work

Employment: Permanent Positions, Hourly Consulting, Freelance Assignments

Skills

Design (Advanced)

Graphics (Intermediate)

Sketching (Intermediate)

Adobe Photoshop (Intermediate)

Adobe InDesign (Advanced)

Adobe Illustrator (Advanced)

Garment Construction (Intermediate)

Microsoft 365 (Advanced)

Languages

English (Native)

About

I am a hardworking womenswear and kidswear designer with over 5 years of experience working across design, production and merchandise across both luxury and wholesale fashion brands. I immerse myself in the culture around me, attending exhibitions and reading up on the latest trends to help influence my creative practice.

My proudest experience was being selected as one of the best 25 designers at Graduate Fashion Week 2016 and having my design work featured in Vogue Italia Design Talents magazine issue. I seek to work as part of a creative team for a luxury fashion company with which I can grow and invest my skills and experience.

BRANDS WORKED WITH

Faustine Steinmetz

Full Time, Whispering Smith;

PAPER London

Udare

Experience

● Merchandise & Product Development Assistant

Full Time, Whispering Smith; | Jan 2018 - Jul 2018

Working alongside merchandise, quality control and design teams daily: Whispering Smith

- Updating and monitoring the critical path
- Picking up and dropping off samples to clients
- Communicating with international factories to chase up samples and solve any quality control issues
- Approving lab dips, trims, strike offs and bulk swatches
- Updating digital production track system with style information and prices
- Merchandising the showroom
- Managing post, stock taking and sending salesman samples to external suppliers
- Pricing initial design samples
- Preparing samples for sales meetings and photo shoots



● Design Assistant

Udare | Jul 2018 - Jul 2022

Assisting senior designers across womenswear, girls'wear, softs woven and jersey accounts including smart casual, occasionwear, nightwear, beachwear and denims. Supplying to Joules, NEXT, Matalan, Tesco, Wehkamp, TOM TAILOR and Sophie Allport.

- Creating CAD drawings, spec sheets and actioning samples
- In charge of researching and designing trend boards, mood boards and global catwalk reports
- Designing graphic placement motifs, novelty details and embroideries for girls'wear and teenage girls
- Conducting comp shops and creating reports to share with clients
- Hand-sketching design ideas
- Attending overseas client meetings
- Creating fabric packs to send to clients and freelance designers
- Maintaining an organised studio and steaming samples
- Liaising with the company's India office
- Assisting senior designers with admin tasks



● Studio Production & Design Assistant

PAPER London | Mar 2017 - Jun 2017

(With successful completion of internship was offered a short term paid position)

Working directly with luxury womenswear brand's company director and senior designers:

- Producing technical drawings and line sheets
- Creating prints
- Designing brand marketing presentations
- Quality control checking garments

- Updating product information, working out material consumption and producing Resort 18 line sheets using Zedonk software
- Sourcing fabric swatches

● Production Assistant

| Jul 2017 - Jan 2018

Working directly with the company director for the luxury artisan accessories brand:

- Assisting with photoshoots
- Creating spec sheets
- Updating product information on Shopify
- Photoshopping promotional images for social media posts
- Hand-sewing embellishments onto artisanal hats and bags
- Sourcing fastenings and fabric
- Stocktaking and preparing orders for customers



● Design Studio Assistant Intern

Faustine Steinmetz | Apr 2015 - Mar 2015

Working directly with the luxury artisan brand designer Faustine Steinmetz & studio manager:

- Fabric sourcing
- Design development sketching
- Creating research design inspiration boards
- Producing production garments for S/S 15
- Working as part of a team to create hand-woven textiles using looms and hand-stitching garments.
- Running errands

Education & Training

2013 - 2016

● University for the Creative Arts

BA (Hons) Fashion Design (specialised in luxury womenswear design), Bachelor of Arts

2012 - 2013

● University for the Creative Arts

Art & Design Foundation Diploma at University for the Creative Arts Epsom, Fashion & Textiles Design

2010 - 2012

● St Cecilia's Wandsworth Sixth Form

A levels Art & Business Studies, 3 A levels Art & Business Studies National Diploma