

Katie Barrass

Summary

An experienced, creative fashion and textiles designer producing fresh, exciting concepts with an ability to marry innovation and artistic creativity with commercial awareness. I am efficient and effective under pressure, working in a fast paced environment. Also highly skilled in drawing, illustration, print and digital media, with a confident presentation style to client / end customer.

Professional Experience

Freelance Designer / Illustrator

April 2004 - current

Working freelance on design, illustration, print, fabric sourcing and range development with briefs from businesses across the spectrum, from major high street fashion names to independents: SuperDry Sportswear, Design IQ Sportswear, New Look Fashion, Dickies – streetwear. Services include:

- Garment design and product development.
- Tech Packs - liaison with buyers, fabric and garment technologists.
- Mood / trend / colour / details boards.
- Range planning / Fabric and trim sourcing / Textile consultations.
- Catwalk research/ trend reports / comp shopping.
- Print design and development / Digital print / Repeat pattern.
- Competitor research / reports.
- Design presentations.

Case study: SuperDry (SuperGroup) Sportswear

Part of a concept team in the Design Lad led by co-founder James Holder, for whom I worked directly. Responsible for developing innovative garment ranges, print design, branding and conceptual ranges for womenswear.

- Pushing the boundaries of trend and innovation for performance sport and athleisure.
- Comp shops and exhibition visits such as ISPO, Performance Days and PV.
- Print and embellishments design using latest industry developing including stretch flock and reflective elements.
- Leasing directly with factories.

Case study: Design IQ Sportswear

Worked autonomously to create and develop technical sportswear ranges. Responsible for developing concept, design boards and including running, hiking and lifestyle garments. I was responsible from concept to delivery.

- Creation of initial designs using trend / story boards.
- Print design, digital print.
- Highlighting key seasonal colours, relevant function and styling.
- Research of current trend utilising fashion press, comp shopping, ISPO etc.
- Customer presentations.

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Case study: Dickies (Europe)

Ongoing briefs and design projects for seasonal streetwear collections, including denim, knitwear, wovens and accessories. Critical for this client is a careful mix of trend led design while remaining aligned with the brand identity and clear heritage of this iconic US brand. Often supervising and influencing intern design support. Maintaining close liaison with the buying team is essential and I am responsible from initial concept in the form of mood-boards.

- Creation of initial trend / story / colour boards in conjunction with buying team.
- Highlighting key seasonal colours & generation of colour boards.
- Print and repeat pattern, placement design.
- Re-interpretation and development of inspirational samples.
- Technical design – including trims, panels and stitching detail.
- Creation of technical garment specification drawings for far east tech packs.
- Travel to relevant fashion and trade shows.
- Accompany Buyers on comp shopping. Ideas sketching whilst on trip: Identify key concepts and direction/Key Brands reports.
- Research and design of packaging and labelling alongside buyer.

Case study: New Look fashion

Completed several projects from research, design and development of commercial fashion ranges from initial concept to production - catwalk and trend lead. Responsible for seasonal designs, working from a loose brief and under tight deadlines. Liaised closely with procurement teams to ensure smooth delivery and budget compliance.

- Developed popular, saleable range including Autumn / Winter upper body wear, coats & jackets.
- Print and repeat pattern.
- Creation of initial trend / story / colour boards in conjunction with buying team.
- Identifying and highlighting key seasonal colours, shapes and details.
- Research of Designer catwalks, fashion press, WGSN etc.

Somerset College of Arts & Technology

Lecturer & Programme leader: BA (Hons)Textiles/Surface Design

April 2015 – Dec 2016

Programme leader for Textiles & Surface Design levels 4, 5 and 6. Also lead on year 1 Visual Culture. Educating HE students all aspects of the design process from initial design development to production including market awareness. Organisation and execution of London shows and photoshoots.

Alexandra Plc- Senior Corporatewear Designer / Illustrator

Jan 00 – March 04

Male and female customer design briefs, with the restriction of tight deadlines. Drove projects from initial sales meeting, to fabric sourcing, design, presentation of final boards, sampling and specification writing. Worked in partnership with consultant designer Bruce Oldfield on a tender for a major supermarket chain.

- Design: developing new/existing ranges including print.
- Liaison: with outside purchase, overseas suppliers, pattern cutters / sample machinists.
- Sourcing: new fabric suppliers, attending PV, test-labs, researching lead times, minimums etc.

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- Research: trends / styles / competitors.
- Support: sales with customer visits and presentations.
- Illustration: ranges in the form of figures or stylised specification drawing.

Debenhams Plc - High street fashion design

Aug-Dec 99

Integral part of design team for Womenswear, Menswear and Childrenswear.

- Working with current trends – adapting them to the high street market with quick turnaround.
- Specification drawing on CAD/presentation boards using Prima Light/Vision.
- Colour ways and palette referencing.
- Print and placement design.

Work Experience for University

Guy LaRoche July 98

Paris, France - General assistant in a French Couture House.

Red or Dead June 98

Assistant to menswear designer, creating specification drawings for spring/summer 1999 catalogue.

Elmi BV-April 98

Lieden, Holland – general design experience women's / men's casual wear company.

Peclers-Feb 98

Experiencing fashion forecasting and preparing design boards for presentations.

Qualifications:

BA (Hons) Fashion 2:1	Surrey Institute Art & Design	1996-99
GNVQ Advanced A&D	SCAT Taunton Somerset	1994-96
A-level Art	SCAT Taunton Somerset	1994-96
GCSE x10	Kingsmead, Wiveliscombe	1989-94

MA – Fashion and Textiles, Bath Spa University

Sept 16 - current

Undertaking an MA in fashion and textiles (part-time) to further develop skills in textiles design. Specialising in beautiful yet functional prints, embellishments and embroideries. The emphasis is on sport and athleisure market area where aesthetic and functionality meet.

References

Reference available on request, also can be viewed on my [LinkedIn profile](#)