

# holly francesca stroud

## woven textile design

### Profile

I am a benevolent, unconstrained person, happy to work in a team or within individual projects with minimal guidance. I am keen to take on new challenges to enhance my skillset as much as possible throughout my experience as a designer. I am a Textile Design graduate from De Montfort University: Leicester, specialising in Woven Textiles. My ultimate goal is to work within a brand through design work or aid the expansion of a brand through the process of trend forecasting and consumer behaviour.

### Education

**De Montfort University; Leicester: BA (Hons) Textile Design**

2015 - 2019

Final Grade Awarded: First Class

**University for the Creative Arts; Epsom, Surrey: Foundation Diploma in Art & Design**

2014 - 2015

Final Grade Awarded: Pass

**Also achieved: 3 A Levels; A,B,C & 12 GCSEs A-B**

### Employment

**Brooklands Driving Experience; Surrey: Customer Service & Attractions Host**

September 2019 - Present

- Welcoming the public from many age groups into the building and answering any questions they have.
- Assisting with the timely running of attractions in order to give the public a well-rounded experience.

**De Montfort University; Leicester: Brand Ambassador**

September 2018 - June 2019

- Helping the university with any promotions, jobs and open days, representing the university to prospective students.
- Being an approachable individual who sets an example of what to expect from the Textile Design course.
- Happy to help and available when needed despite commitments to my studies.

**Bocketts Farm Park; Surrey: Gift Shop Assistant/Birthday Party & Schools Host**

June 2012 - Present

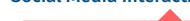
- Often responsible for other less experienced members of staff.
  - Cleaning, tidying and admin tasks to do with new stock and updating stock on the system electronically.
- Greeting and helping to organise the day of children's parties.

### Key Skills Interests

Adobe/ Microsoft Software



Social Media Interaction



Mental Arithmetic



Basic Spanish/German



- Blogging
- Typography
- Magazines
- Branding
- Journalism
- Reading blogs
- Sketching
- Interior Decor
- Repeat Pattern
- Adobe Software

### Experience

**Inspo Fabrics; London: Printed Textile Design Coordinator**

February 2020 - Present

- Whilst at Inspo Fabrics, I was tasked with designing prints to be put into mass production, from initial ideas and drawings through to photoshop design, photographing samples and uploading them to the website.
- I conducted trend research surrounding new ideas and also collaborated with the owner with social media posts to drive traffic to the brand.
- I was able to single handedly design prints both from the start and recolouring previously worked on prints to make them more suitable for the intended market.

**Clarion Events; London: Marketing Intern**

July - August 2018

- During my time at Clarion Events my responsibilities included preparing social media content before, during and after major trade shows organised by the team.
- Assisting the team in sourcing product to decorate the shows and working to trend briefs for certain areas.
- Liaising with customers and suppliers via phone and email regarding queries and questions before the shows.
- Assisting on site during Home & Gift Harrogate 2018 to help the team run a smooth show and help out with both admin and marketing based tasks.

**Unique Style Platform; London: Trend Forecasting Intern**

April - June 2018

- My responsibilities at Unique Style Platforms included researching for upcoming trends for womenswear, beauty, hair and lifestyle.
- I researched up and coming exhibitions and places within the capital and beyond that could influence future trends.
- I used Adobe software and Wordpress frequently in order to put together reports for subscription users. I was able to write content almost daily for the company website in the form of blog posts and catwalk reports.

**Trend Bible; Newcastle: Trend Forecasting Intern**

October 2017 - March 2018

- My responsibility at Trend Bible was to conduct social and cultural research to underpin the design trends and future insights. I worked across the Consultancy team, applying trends to individual global brands, and on the Autumn/Winter 2019/20 trend publications which sell in over 20 countries.
- I attended the Spring/Summer 2020 Trend Panels with a number of specially invited experts, contributing and articulating my research and opinions.

**Margo Selby; Whitstable, Kent: Design Studio Intern**

July - September 2017

- 3 Month internship with a leading woven textiles designer and her small team based in Kent.
- My duties included setting up a large dobby loom and weaving large art pieces in house. I was also able to work within the company shop with over 50 different fabrics with different finishes and applications.
- I also attended the trade show Decorex International 2017 and aided the construction of the Margo Selby stand in order to connect with potential clients and customers.

### Contact

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**References - Available on Request**