



ANNIKA ANDERSSON

A freelance design creative with unique mix of creative vision yet commercial understanding, vast product knowledge and the ability to make it happen. Having worked with factories and creatives around the world and understand the challenges in creativity vs commerciality, crafts vs technology and luxury vs sustainability.

Also teaching at UAL and offering 1:1 CLO3D support to individuals and organisations.

3D Fashion designer using Clo3D for design creations, pattern making, virtual samples, fabric textures and renderings with a 360 degree view. annika3d@myportfolio.com

Qualifications

1st Class BA Honours Degree, Ravensbourne College of Design, London

CLO3D Virtual Fashion - official CLO training AMD Academy Munich

UAL (London College of Fashion)

2017 - present

Associated Lecturer - Teaching Digital Communication, CLO3D, Technical Drawings, Adobe Illustrator & InDesign to BA (Hons) Womenswear, Menswear, bespoke Tailoring and Jewellery Course.

Floppy-buddha Ltd

2007 – present

Founder and Creator of Floppy-buddha Ltd design consultancy. Clients include:

Northumbria University - Delivering Advanced level Clo3d training to technicians.

Lesmart - Golf wear, concept and design of womenswear capsual.

Barbour - Using Clo3d to visualise fit.

Boden - Childrenswear, Using Clo3d to visualise fit and prints.

Dakmatter - All Graphic creation.

Curlfriend - Design and Creative consulting on branded clothing - New start-up business, athleisure with vibrant African inspired prints and logos. Using CLO3d for all designing, pattern making, modelling and virtual fittings.

Dedicated2Health - Innovation product design using CLO3d for initial virtual prototype.

Zink - High end technical Medical wear. Using CLO3d to create visual looks.

Wellicious - Performance Yoga Wear. Using CLO3d to create visual looks.

Speedo - Innovation Team, using CLO3d for concept visuals.

Karl Donoghue for Net a Porter - Sheepskin and Knitwear

LC Waikiki Istanbul - Socks & knitted accessories, Womens and Children Lounge wear

Asics Europe - Womens Sportswear

Topshop - Woven Formal wear

Monsoon - Knitwear

Guess US - Knitwear

Derhy, Paris - Womens Beaded Embellished, printed dresses

MK One - Multi product casual wear

Sonetti - Womens Casual wear

Ricia - Fashion dresses - start up brand

Whistles - Embellished dresses

Luxure Magazine - Branding & Stationary

M&S, John Lewis, Primark, Laura Ashley, Boots - Graphics, illustrations and hand paintings for Accessories, Beauty & Homewear packaging

LC Wakiki – Turkey (Istanbul)

2013 - 2018

Freelance Designer Knitted Accessories, Hosery and Sleepwear including designing the entire sock collections for Mens, Womens, Teen, Kids and Baby.

Responsible for seeing the design process through from start to finish, creating trend boards and competitive shop reports, range planning with buyers and final designs. These include creation of artwork for repeat patterns and placement graphics, colour palettes, material and construction development.

All artwork created using Adobe Illustrator or Photoshop.

UAL (London College of Fashion)

2013 - 2014

Visiting Lecturer, teaching Adobe Illustrator to the BA (Hons) Cordwainers Footwear Product Design and Innovation Course.

Teaching both beginner and advanced level.

**G-sus industries
Amsterdam**

June 2006 - August 2007

Head of Womenswear

Led creative directions for colours, styling, graphics, fabrics and branding to ensure cohesive brand image across collections
Responsible for the entire design process, from concept to sample
Critical path management, ensuring all key deadlines were met
Creating artwork and technical drawings using Adobe Illustrator

Red or Dead

Jan 2005 - June 2007

Head of Design - Apparel (womenswear)

Re-launched and repositioned the Red or Dead Apparel Brand
Set the visual brand direction to create a new high fashion and more premium image, with 4 collections per year
Created themed stories around collections for adoption by PR and retail marketing to ensure cohesive and consistent brand message
Introduced a fully co-ordinated range from jersey tops & embellished dresses to fully fashioned knitwear and tailoring
Managed design process, research, sample development, range planning, sourcing and price negotiations.
Seasonal sourcing visits to Hong Kong, China, Portugal, Turkey and India to develop fabrics and garment samples.
Recruited and managed a small team of Design and product developers
Successful relaunch of brand; 1st season 25 new accounts, 2nd season an additional 20 accounts including department stores
Fenwicks, and online store ASOS.

Speedo

March 2003 - Jan 2005

Apparel Product Design Manager

Created a new global vision, strategic direction and handwriting for Speedo apparel across both men's and ladies wear.
Led design direction for global business, including subsidiaries, distributors and licensees.
Managed design, development, critical path, pricing and sourcing negotiations, fittings, branding and range planning.
Presented of ranges and strategies to sales team and key customers.
Managed apparel product team of four in London and Hong Kong
Created new sub-branded range of female specific Active Wear, with initial orders of £300K
Developed ranges under licence in Dubai, Philippines, India, Australia and Eastern Europe.
Created limited edition Fast Skin II performance apparel range for Athens Olympics (designed in association with the athletes)
Created detailed factory specifications using Adobe Illustrator

Kickers

Jan 2001 - Feb 2003

Senior Womenswear Designer

Expanded a small emerging business through the repositioning of its product direction and establishment of a new customer base, to increase turnover from £1.5 to £9m+
Created, designed and developed new womenswear main ranges from initial concept to launch – all drawn in Adobe Illustrator
Focus on fashion leisurewear, new fabrics, higher price points and improved margins
Range planning, calendar management, trend research, design concepts, sourcing, branding, supplier liaison, fit and final presentations to customers and sales team
Shared management of product developer, graphic and women's designer
Targeted growth strategy through key accounts and SMU business
Created detailed factory specifications using Adobe Illustrator

Karl Donoghue

July 2000 - Dec 2000

Freelance Designer - Leather & Sheepskin

Designed a special collection of sheepskin, leather, suede and fur produced under Joseph's own label. Included sourcing, raw material development, sealing, factory liaison and liaison directly with Joseph.
Range sold out and was replenished.

Whistles

1999 - 2000

Freelance Designer

Design of fashion SS01 collection, including original artwork for embroideries, prints and embellishments, through Indian and Far Eastern suppliers.

Baird Clothing

1999 - 2000

Senior Designer

Responsible for concept, research and design of ladies sports and leisure range, with extensive travel to US, Europe and Far East.

Range presentations to M&S including trends, colour palette and fabrications.

First collection generated £500k sales

Coast Ltd

1996 - 1999

Senior Designer

Original Designer in business start up

Helped to grow business to 18 concessions and 2 stores, recruited and led a team of 3 designers, 2 pattern cutters and 2 sample machinists. Responsibility for sample room.

Turnover increased from 0 - £10 million

Education

1st Class BA Honours Degree 1991-1994, Ravensbourne College of Design, London

St Gorans Gymnasium, Stockholm, Apprentice training school of Clothing Manufacturing and Dress making and Fashion Drawing 1988-1989

Technical skills

CLO3d, Substance painter, Blender, Adobe Illustrator, Photoshop, InDesign, Pattern cutting, Industrial knitting and hand knitting

3D Renderings

Virtual samples

