



# Francesca Smith

## Product Designer

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## Professional Profile

An innovative product designer / maker with a passion for 3D object construction and computer aided design. Possesses a high level of technical and creative ability, used to great effect in designing and producing unique classic and contemporary pieces through own business and through valuable work experience. An accomplished researcher, able to work alone and collaboratively to develop concepts and ideas. Good understanding of laser cutting and 3D printing. Experience with working with overseas production teams. Known for consistency in producing high quality work to deadlines and for the ability to communicate confidently and clearly with people at all levels.

## Design Experience

DCK Concessions | Jan 2017 - Present

### Jewellery Designer

- Currently the children's jewellery and accessories designer across all DCK concessions' brands.

London College of Fashion | Sept 2016 - Jan 2017

### MA Fashion Artefact

- Studied a master's degree in Fashion Artefact. Developing new and innovative ideas to push the boundaries of contemporary fashion through research, design development, handcrafting and CAD/CAM.
- Primary and secondary source researching to inform work from a social, political and historical perspective to initiate design development and the eventual creation of fashion based artefacts.
- Personally taking an interest in modern day social / political issues and creating artefacts that generate dialogue around a subject, to confront the consumer and to make a lasting impact.

Meller Designs, London | July 2014 - July 2015

### Junior Jewellery Designer, Gift Designer and Evening Bag Designer

- Managing design across several fashion jewellery and gifting accounts for large high street fashion retailers including Fatface, Laura Ashley and Marks and Spencer.
- Managing the product development of gifting products and assisting in order fulfillment.
- Designing evening bags for large high street fashion retailers, including hard cased clutch bags and embellished bags.

- Employing various design methods to produce commercial products, including CAD and hand making samples in-house.
- Travelling to overseas manufacturers in China and India to discuss new design developments and business progression with factory representatives and owners.

Meller Designs, London | July 2013 - July 2014

### Assitant Jewellery Designer and Gift Designer

- Facilitating the work of the in-house jewellery team by assisting in the design of fashion jewellery pieces, which were supplied to large high street fashion retailers.
- Managing the design and product development of gifting products and assisting in order fulfillment for large high street fashion retailers.
- Employing various design methods to produce commercial products, including CAD and hand making samples in-house.

Tatty Devine, Kent | Nov 2012 - July 2013

### Jewellery Production Assitant

- Facilitating the work of the in-house production team by constructing fashion jewellery pieces, which were stocked online and within the brands two flagship stores.
- Employing various manufacture methods to produce jewellery pieces, including construction and finishing techniques.
- Undertaking quality control checks on all manufactured pieces.

## Education

London College of Fashion  
Sept 2015 - Jan 2017

### MA Fashion Artefact

Distinction.

London College of Fashion  
Sept 2009 - July 2012

### BA (Hons) Fashion Jewellery

1st Class Honours Degree.

University of the Creative Arts, Rochester  
Sept 2008 - July 2009

### BTEC Diploma: Art & Design

Distinction.

## Software



## Projects

2016

### Kering Group Collaboration

- Worked with fellow MA students from marketing, entrepreneurship, fashion futures and pattern cutting courses to collaboratively produce a concept product that would make the general public more environmentally aware when consuming products.
- This project was produced in association with the Kering Group and presented to their most senior staff within their environmental department.

2016

### The Power of Her

- Masters final collection exploring political, historical feminist movements.
- As a result a six piece final collection, of multiple product types, were designed and made physically embodying actual feminist movements.
- This collection was personally created employing CAD / CAM and hand making skills using leather and wood.

## Achievements

- Head hunted to feature undergraduate collection at '3D Printshow' London and Paris (2013).
- Head hunted to feature undergraduate collection at '3D Printshow' London (2012).
- Shortlisted for 'The Digital Creative Enterprise Award' at University of the Arts London (2012).
- Received a large amount of press, including 'BBC News', 'CNET', and 'Coco' Magazine.
- Cycled from London to Brighton to raise money for 'Alzheimer's Research UK' and 'The British Heart Foundation' (2015).

## Interests



From 'The Power of Her' collection.

### Francesca

2016, Leather and wood covered dumbbells.



From 'Memento' collection.

### Four Handed Necklace

2012, 3D printed nylon and silk jersey.



From role at Meller Designs

### Bird Print Mirror Compact and Notebook

2015, retailed in Marks and Spencer.



From role at Meller Designs

### Fabric Squirrel Keyring

2015, psd. file, ultimately retailed in Laura Ashley, Japan.