



Francesca Bonner



+447949159956



Francescabonner.designer@gmail.com



www.francescabonner.com

Skills

- Photoshop, Illustrator, Indesign,
- Solidworks
- MAC OS
- Trend Research; WGSN, Trade-shows
- Material / Colour design
- Moodboard creation
- Adhere to brand guidelines
- Licensed Product Design
- Concept development
- Sketching & marker rendering
- Print / Graphic design
- Tech Pack creation
- Presenting
- Story telling through design
- Fluent in English
- Time management

Achievements

Finalist in Asics X Pensole footwear design Masterclass competition

2019: 1 of 18 selected to take part in a 3 week footwear masterclass for Pensole X Asics, sponsored by Footlocker. Learning more about footwear design as a process and improving my design skills.

Featured on Hypebeast 2016:

Hypebeast featured an article using New Era Headwear I designed in partnership with Footlocker.

New Designers Exhibition 2014:

Present my final year project at the New Designers exhibition.

Nagoya In transit exhibition 2013:

Represented my University course in Japan in an exhibition at the Yada gallery.

Experience



Adidas - Color & Materials Designer - Footwear Training (Feb 2022 – Present)

Responsibilities:

- To design seasonal and long term design direction for the training footwear, including but not limited to material selection, color stories, graphics/print direction.
- Provide trend forecasting relevant to the training consumer and brand.
- Provide direction and assistance in developing materials.
- Work with apparel color and material designers in training to create complete 'head to toe' looks with varying focus points.
- Consistently research against competitors, consumer requirements, up and coming trends and new inspiration for material and color stories.
- Support Senior Team Lead by owning holistic category overviews, rollouts and merchandising strategy for training category.
- Understand current brand history, current positioning and goals to be achieved.

Product Execution:

- Create consumer profiles.
- Design footwear color and material executions for inline and/or Key Account ranges within the training department.
- Seasonal prep and research.
- Presentations at various stages; from research to final rollout.
- Create Color Cads, material maps and graphic maps.
- Create color tech packs for all sampling stages.
- Work with development to assist in development process, costing, meet development deadlines and calendar deadlines as per seasonal milestones.
- Maintain and upload CADs for handover onto PDM



New Era Cap Company - Senior Designer (Mar 2021 – Feb 2022)

Responsibilities:

- To design seasonal collections and work on collaboration project through colour and material.
- Management of time while working on multiple seasonal ranges, projects and deadlines.
- Responsible for product handovers to sourcing and management teams.
- To keep up to date on latest market research and trend direction.
- Create consumer profiles. Stay up to date with latest fabrics, trims and design developments to ensure designs are on trend, competitive with other brands and push the brand forward.

Design / Development:

- Using colours, materials and graphics to create collections for 4 seasonal inline collections a year.
- Work with sourcing teams to secure innovative fabrics and trims for New Era headwear, such as engineered range, 3D printing and other key development stories.
- Create all specifications for all designs and development each season.
- Innovate and develop new trims, silhouettes and fabric stories to be used across all areas of the business.
- Oversee the inline range from core - lifestyle - image to ensure a cohesive design story that also has hook up options with the apparel line.

Earlier positions:

Designer: New Era Cap Company (2017 - Mar 2021)
Junior Designer: New Era Cap Company (2015 – 2017)
Intern: New Era Cap Company (Jan 2015 - Dec 2015)

Interests

My Interests include streetwear fashion where I will curate and customise both clothing and footwear to create more unique outfits. I also spend time researching and keep my knowledge on brands, their ethos and their releases and trends up to date. I love to travel and explore the world this helps to inspire and influence my approach on life as well as my professional work. I deeply enjoy abstract artwork as well as street artwork as I enjoy the pure emotion derived from the art. I enjoy learning and challenging myself creatively to push my skills and knowledge further and learning about new industries.

Education

University of Hertfordshire, Product Design Degree
2:1 Bachelor with Honours (3.7 GPA)