



Eleanor Ferry

• Footwear Designer • 

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Experience

Freelance designer - Self employed

Bristol

Working alongside several companies, from start-ups, to established high street suppliers and brands. I have worked across a variety of global markets and consumer demographics. Projects have included:

- Sustainable upper, sole and component designs
- Specialist requirement designs - extra wide fit, impaired motor skills, bunions, orthotics.
- Range development; functional fitness, outdoor, indoor, lifestyle, Men's, Women's, Children's.
- Technical sole and insole design development.
- Brand development and identity.
- Accessory design, Bags, wallets, caps.
- Sourcing, factory communication, and product development

Footwear designer - Design, Source, Supply

London

Research: Compiling in depth research and exploration of the current market along with up and coming trends, focusing on key trims, graphics, colours and fabrics required.

Design: Responsible for creating and developing directional yet commercial footwear ranges, for both made to order customers and for our own in house brands - ranging from high fashion leather product to extremely price sensitive casual product. Working on all elements from graphics to new outsole designs, and trim designs; across Men's Women's and Children's ranges.

Manufacture: Working alongside the factories to overcome any production and sampling limitations to create new, fashion forward designs often to a very strict price points and timescales. Creating clear and accurate specification sheets for MTO and branded product, to ensure accurate, high quality samples are received first time

Junior Footwear designer - Wilson Imports

Glasgow

Providing clear direction and support to the Sales team through well-presented trend reports, new shapes and kits along with detailed artwork. Assisting In the quality control of product.

Ensuring the samples are created to follow the specification sheet submitted. All samples fit correctly and follow any specific fit requirements. Ensuring all required amendments to product on order are followed after the initial sampling. The product is clean and to the highest standard expected by the customer. Ensuring all packing manuals are followed and product arrives labelled correctly. Advise the customer or factory where possible if any amendments are required to enhance the product quality

About me

Award winning footwear designer with 10+ years' experience designing and developing compelling consumer focused products, across licenced, private label and branded product. I have a diverse experience in performance, lifestyle, and outdoor categories for all genders and age ranges. Delivering innovative, successful designs, developed to suit the brand DNA. With a passion and proven ability manage projects from conception to production, with strong organisational skills that ensure projects are completed on time and to budget.

Awards

Moda Winner

2011 'History in the making' competition. Final design showcased at Moda international footwear show.

Lotus Winner

2011 'Student innovation competition

Bespoke Footwear Finalist

2010 'Competition run and judged by a panel from the Worshipful Company of pattern makers.

Fantasy shoe - Winner

2010 'Competition for creativity and innovation, run and judged by Thea Cadabra.

Education

First class honours

Footwear design BA (Hons)

DeMontfort University - Leicester

'07 - '08

Diploma in Foundation studies. (Art and Design)

DeMontfort University - Leicester

'04 - '07

3 A levels, 1 AS level

Blanchelande Girls College - Guernsey

Professional Skills

PHOTOSHOP



ILLUSTRATOR



HAND DRAWN



PRESENTATION



CREATIVITY



KNOWLEDGE

