

Robin Brands

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HEAD OF DESIGN / SENIOR FASHION DESIGNER

HELLO, I'm a Senior Menswear Designer with 10+ years of experience and a strong focus on sustainability and leading a creative team.

02

EDUCATION

2023 - CURRENT

UX writing course

UX Writing Hub

2023 - CURRENT

Fundamentals in coding for UX designers

UX Design Insititute + Glasgow Caledonian University,

2021 - 2023

Professional Diploma in UX Design

UX Design Insititute + Glasgow Caledonian University,

2005 - 2009

Fashion and Textile Design, B.A.

Maastricht Academy of Fine Arts and Design, NL

1999 - 2005

VWO

Romboutscollege in Brunssum, NL

03

SKILLS

Hard skills, Techniques & Tools

Concept & Creation

Branding

Illustration

Fashion & Print design

Business Strategy

Project Management

Adobe creative suite: Photoshop · Illustrator · Indesign

Microsoft Excel

PLM

Procreate

Dutch & English

01

EXPERIENCE

NOV 2022 - CURRENT

Freelance Senior Fashion Designer

ØLÅF in Amsterdam, NL

Designing and developing the full menswear collection ~ modern.

OKT 2022 - DEC 2022

Freelance UX/UI Designer & Concept illustrator

Innofaith in Eindhoven, NL

Helped analyzing the problems at hand and optimized the flow of their app.

Customer journey map · Userflow · Sketching · Wireframing · Presenting mid fidelity screens and ideas to various stakeholders · Collaborating with developers.

SEP 2022 - NOV 2022

Freelance Senior Fashion Designer

WastezWear in Aalsmeer, NL

Research & design for Zara, doing customer visits to understand their business needs.

DEC 2021 - APR 2022

Freelance Senior Fashion Designer

JBC in Houthalen, BE

Designed and developed 3 full silhouette collections for men, 2 full silhouette collections for boys age 2-12 years.

JUL 2017 - FEB 2021

Head of Design

Van Winkel Fashion in Budel, NL

Designed and developed 7+ collections for 3 shirt brands: John Miller, Ledub and Blue Crane ~ semi formal, classic, casual.

Created concepts and oversaw concept execution from design till branding and marketing. Managed and guided my creative team of 3 and improved the overall collaboration between departments - Design, Buying, Marketing, Sales.

- Analyzing trends, creating moodboards and colorcards.
- Selecting fabrics, trimmings, making source requests.
- Fairs, shopping trips.
- Designing prints & artworks
- Designing pullovers, sweaters, leather accessories.
- Assessing prototypes, qualities, labdips, mock-ups etc.
- Fittings of prototypes & samples.

~ to be continued..

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Soft skills

Creativity
Strategic & Critical thinking
Empathy
Problem solving
Communication
Collaboration
Taking criticism
Time management
Storytelling

04

INTERESTS

Whiskey
Travel
Painting
Digital illustration
Animating
Crochet
Hiking
Mayonaise
Table tennis
Nightlife
Reading
Deep talks about life

I am naturally curious to many things, I love adventure and my goal is to keep learning new things to grow as a professional and as a creative.

05

ACHIEVEMENTS

JUN 2010

Winner of Design for emptiness challenge

10.000 Euros

For writing a creative business plan to prevent vacant buildings in the city center of Heerlen.

EXPERIENCE CONTINUED

- Maintaining communication with suppliers & our own factory.
- Presenting collections to sales teams, managing director, shareholder.
- Visiting our customers, doing sales evaluation for feedback.
- Designing sales cards for sales department.
- Mentoring, motivating, briefing my team of 3.
- Performance appraisals
- Leading marketing team in terms of concepts for photoshoots, DTP tasks, showroom design, product photography for online, social media etc.
- Coordinating design/ buying/ marketing/ sales/ logistics departments to work together in an efficient and overall pleasant way.

2015 - 2017

Senior Fashion Designer Menswear

JBC in Houthalen - Helchteren, BE

Designed & developed full silhouette collections for 2 brands ~ casual & semi formal.

Wovens: outerwear, shirts, pants, denim, swimwear, tailoring.

Knits: flatknit, jerseys, sweats.

Accessories and trims.

Presented monthly collections, item walls and table presentations to various stakeholders in the company.

Briefed and guided my team of graphic designer and styling assistant.

Fit sessions with technical designers.

Close communication with vendors.

2011 - 2015

Fashion Designer Menswear

McGregor Distinction in Driebergen, NL

Together with the Creative Director I designed and developed the entire Distinction collection which was sold in retail and wholesale stores ~ semi formal.

My goal was to achieve the right balance between commercial styles and innovative brand right styles.

2010 - 2011

Fashion Designer

HJORDISROBIN in Heerlen, NL

Own fashion label + pop up store to promote and sell own work & work of upcoming designers, founded together with Hjordis Orbons.