

RITA ANTHONY

I am a UX/UI Design student focused on creating meaningful designs that solve user-centric problems. Formerly a Senior Designer in Fashion, and Footwear.

Portfolio link: www.ritaanthony.com

Linkedin: www.linkedin.com/in/ritaanthony7/



EDUCATION

Yrgo

UX Design

2021- 2022- Ongoing

HDK

Digitala verktyg för visuell kommunikation

2020- 2021 (5 months)

London College of Fashion

BA (Hons) Footwear Design

2000- 2003

London College of Fashion

BTEC Foundation studies in art and design

1999- 2000

SKILLS

- User research
- UI- design
- HMI design
- Wireframes
- Prototyping
- Facilitating workshops
- Storytelling
- Information Architecture
- Usability Testing
- Surveys
- Design interviews

WORK EXPERIENCE

UX/UI Designer (Intern) at the HMI Department

Lynk & Co

2022- 04- Ongoing

I am part of a team of six UX/UI Designers working on a larger project, where I am personally led and mentored by the HMI Chief Designer at Lynk & Co.

Senior Men's Bags Designer

Saddler

2019- 2020

Key designer for: Saddler (men) Oscar Jacobson and Morris.

- Responsible for upholding design integrity of all the brands
- Develop the collection from the draft, through production to finished product
- Participate in team meetings with cross-functional partners in merchandising, sourcing, and product development.

Senior Menswear Designer

Stayhard

2018- 2019

Key designer for Stayhard's in-house brands: William Baxter, Speechless, Studio Total, and Adrian Hammond.

Print Designer & Design Assistant

NA-KD

2017 (Sep)- 2017 (Nov)

Prints and artworks for NA-KD Trend, NA-KD Boho, NAKD Party.

TOOLS

- Figma
- Adobe XD
- Adobe Illustrator
- Photoshop
- Miro
- Jira (beginner)
- After Effects (beginner)
- MS Office
- PDM
- Microsoft Excel
- Indesign

COURSES

- Udemy: Adobe XD
- 2016 PROTECO: Sportswear Design, 6 months

INTERESTS

- Jewelry making
- Dancing
- Traveling
- Graffiti
- Exploring food cultures
- Animals
- Arts

CONTACT

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- Mobile: +46 733- 22 89 66
- References available on request

WORK EXPERIENCE

Design Assistant Ladies Underwear/ Swimwear & Nightwear

Lindex

2017 (May)- 2017 (Aug)

Print Designer & Design Assistant

NA-KD

2016 (Nov)- 2017 (Apr)

Design Assistant (Womenswear)

KappAhl

2014 (Oct) — 2016 (Jun)

Senior Women's Footwear Designer

Din Sko

2009- 2014

At Din Sko I worked on all types of footwear categories ranging from formal to casual, sports, and party.

- Planning and developing ranges responsibility for allocated footwear categories
- Keeping up-to-date with emerging fashion trends
- Daily contact with our Far East office
- Regular travel to the USA, ASIA, and Europe for trend and production purposes

Footwear Designer

MarchPole Holdings PLC

London -2007 — 2009

I was designing commercial fashion footwear with production in the Far East for customers such as Topshop.

Junior Bag & Accessories Designer

Elite Creations

Milton Keynes, UK -2006 — 2007

Junior Footwear Designer

Bsv International

London -2004- 2006

I was solely in charge of designing a women's footwear collection called Katy Kiro.