

Ana Borges Ferreira

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Summary

- 5 + years of solid experience as a designer.
- Mentored and trained by Loewe former head of footwear.
- Background in both luxury and mid-market branded product.
- Ability to work across all areas of collection, including formal, casual and evening styles.
- Experience developing footwear with high end factories in Europe and the Far East.

Employment In Footwear design

Freelance Work . London UK

November 2012 to Present

- Consultant for **LK Bennett**. Working alongside Adele Clarke on the footwear collection.

August 2012 to Present

- Consultant for **Juan Antonio Lopez**. Focusing on the main footwear collection and fashion show styles for several clients of the brand.

September 2010 to April 2012

Jaeger London . London UK

Senior Footwear Designer

- Solely responsible for all collection design and development.
- Developing seasonal moodboards, colour and materials, working closely with design director.
- Responsible for designing and developing the retail and LFW footwear collection, coordinating closely with accessories, mainline and diffusion ranges.
- Covering all areas of collection – 20 to 25 styles, across a diverse range of styles including formal, evening and casual product.
- Creating all designs via hand sketching.
- Producing detailed technical sketches and specs for the factories.
- Approval and fitting of all prototypes from initial sample to final sign off.
- Sourcing footwear factories and suppliers for the business.
- Sourcing and development of materials and components.
- Working on a daily basis with factories and suppliers.
- Liaison with European, Far East and Brazilian factories and suppliers.
- Presentations at key phases of the season to buying and merchandising directors.

October 2008 to May 2010

Juan Antonio Lopez . Barcelona Spain

Footwear Designer

Juan Antonio Lopez is a Spanish Luxury Footwear brand owned and creative directed by Loewe former head of footwear. Using the same supplier base and quality standards.

- Working directly with design director in the main range - 45 to 50 styles focused on formal, evening and a small amount of casual product.
- Head designer of the diffusion line range - 30 to 35 styles focused on casual product.
- Creating all designs via hand sketching.
- Producing detailed technical sketches for factories and technical team.
- Sourcing and development of materials and components.
- Liaising closely with production throughout the development process.
- Liaison with European factories and suppliers.
- Outsource Design for clients such as Custo Barcelona for NYFW and Sita Murt for Cibeles.
- Working with each client on creative briefs, providing cross-brand design support.

November 2007 to September 2008

Camper . Mallorca Spain

Footwear Designer

- Designing and developing collections each season that are in line with market trends and brand aesthetics, working closely with product manager and technical team.
- Work out concepts, colour, material and trend styles for each collection.
- Developing a new range of product to compliment the casual mainline and diffusion lines.
- Working with premium factories in the Far East.

Education

20th April to 23rd June 2010

Fashion and Textile Forecast . short course. Central Saint Martin's London

23rd July to 27th July 2007

Design for Shoes . summer course

Design of a small collection, pattern making and prototyping. Central Saint Martin's London

February 2007 to July 2007

Footwear Design . Qualification 1st class honors

Grade MA (Master Degree). IED Istituto Europeu di Design Barcelona

October 2003 to October 2005

Automotive Design . Qualification Approved (no grades assigned).

Grade MA (Master Degree). Elisava Design School Barcelona

September 1997 to July 2001

Industrial Design . Qualification 1st class honors

Grade BA (Bachelor's Degree). IADE Instituto de Arte, Design e Marketing Lisbon

Skills

Sketching . Excellent drawing and presentation skills.

Software . Photoshop, Macromedia Freehand, Illustrator.

Languages . English (proficiency), Italian (advanced), Spanish (bilingual), Portuguese (native).

Achievements

Published Work . Vogue, Elle, Marie Claire, among other fashion publications.

Published Work . "Best of 3D - Virtual Product Design" - 2005 Monsa Ediciones s.a.

References available on request

Adele Clarke - Head of Footwear at LK Bennett and Tabitha Simons

Stuart Stockdale - Design Director at Jaeger London

Juan Antonio Lopez - Creative Director at Juan Antonio Lopez

Beatriz Delgado - Talent Hunter and Senior Designer at Camper