FRANCESCA OLIVIA MARTIN

OVERVIEW

I am a passionate, ambitious designer with 13 years of experience within the Home Furnishing Textile Industry. My core strengths as a designer are dynamic use of colour, and illustrative painting capabilities, together with a strong understanding of CAD design.

EDUCATION

GLASGOW SCHOOL OF ART 2005-2009
2:1 Hons Degree in Textile Design, Awarded by the Glasgow School of Art

EXPERIENCE

TEXTILE DESIGNER
YELLOW LABEL DESIGNS **JULY 2016-2023**

In this role as a Textile Designer, I have been proficient in using AVA and Photoshop. During my time back at Yellow Label, I consistently produced highly commercial designs and sold successfully to all global markets.

I continually sourced new trends, created designs using innovative painting techniques, and used colour analysis and digital process to create exciting design-led artworks.

I utilised my skills as a great communicator by working with customers on specific briefs and liaising with the rest of the team, with attention to detail.

CAD DESIGNER
TURNER BIANCA PLC **JULY 2013-2016**

I worked here as an in-house CAD Designer, I mainly designed print/weave-ready designs for bedlinen and the downstairs UK markets.

Designing for leading commercial retailers such as BHS, Dunelm, Home Bargains, Asda and Turner Bianca's own range.

I also worked together with existing brands including Accessorise, Dorma and Jigsaw. My strengths within this role were my commercial painting and illustrative abilities.

I gained comprehensive understanding of print and embroidery production together with a working knowledge of weave production. This role required strong organisational skills and working as part of a team from initial concept to final production.

TEXTILE DESIGNER
Yellow Label Designs **MAY 2010 - JULY 2013**

Here, I designed for variety of markets from design led to high street, designing for bedding, weave, wallpaper/murals, and kids home textiles.

Twice a year as part of the show team I traveled and worked together to organise two of the largest trade shows in Europe, Heimtex and Mood. My signature style as a designer, are quirky hand-painted/drawn illustrations with a strong colour sense.

Tigerprint (Marks and Spencer)
OCT 2009-FEB 2010

As part of winning the Tigerprint Award in 2009 at New Designers I won a paid placement working in-house. I worked with different teams designing and creating new designs for Christmas, Kids, Stationary and Personalised online card range. After my 4-week placement, I freelanced creating designs for Cards, Gift Wraps and other ranges

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PAID WORK PLACEMENT
Harlequin Fabrics and Wallcoverings LTD

SEPT 2009

I thoroughly enjoyed this brilliant experience, that I achieved through winning the New Designers Harlequin Award 2009. For six weeks I worked in-house creating new collections and illustration ideas/styles. Through this experience, I understood other people's ideas and was able to take influence which in turn gave me fresh approach to illustration and design. It gave me the opportunity to do what I love and to follow my passions of illustration, colour and innovative design.

AWARDS

NEW DESIGNERS JULY 2009

Harlequin Award -

"The judges cited her 'striking design interpretation, inspired style and colour awareness"

Tigerprint Award -

"Selected for 'the initial impact of her collection which included the great colour, as well as her fantastic enthusiasm".

JUNE 2009

Bill Naysmith Award -

The most innovative student for printed furnishing textiles

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