

CHANDNI HAYNES

CONTACT

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*All designs trademarked.

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AREAS OF EXPERTISE

Drawing and painting commercial textile designs.

Working collaboratively with design studios, buyers and suppliers.

Responding to briefs with excellent time management skills.

Confident communication skills.

Designing in a range of styles for traditional through to contemporary interior styles.

Colour direction and forecast.

Trend research and market analysis.

Concept development.

Product development and direction for suppliers.

ACHIEVEMENTS

Creating best selling bed linen designs for high street retailers.

International stockists for Stil Haven wallpapers and cushions.

Successful Pop Up stores in Brighton and Guildford.

Regular features in key national interior design magazines such as House Beautiful and Country Living.

EXECUTIVE SUMMARY

A highly visionary and creative Textile Designer, looking for new and exciting freelance opportunities designing for children and adult homeware. I have a broad collection of experience for UK brands and retailers including John Lewis and the Sanderson Group. A strong passion for creating beautiful and commercially successful home textile designs for product with a versatile handwriting. This unique background enables me to design outstanding products to delight the customer.

DESIGN EXPERIENCE

STIL HAVEN 2015-Present

Creating and developing own brand wallpaper, cushions and furnishing fabrics. Developing bespoke wallpaper and interior schemes for children's bedrooms.

FREELANCE 2013-Present

Designing bed linen for the UK market for Far East and UK suppliers.

JOHN LEWIS June 2011 - September 2013

Lead designer for bed linen for children and adults and providing creative consultation for bath textiles and rugs. Working with Far East suppliers to develop commercial bed linen, bath linen and rugs. Developing artwork in a range of interior design styles for the John Lewis brand from classic through to contemporary.

THE SANDERSON GROUP July 2010 - May 2011

Designing and project managing licensed product such as ceramics, rugs, stationery, toiletries, doormats, bed linen and packaging, ensuring sensitivity to design interpretation for each product category and building a cohesive range. Researching new trends and keeping abreast of competitor's product in the market, presenting new concepts and research to a board of Directors as well as licensee partners.

ESL TEACHER October 2009 - May 2010

Teaching English to young adults at The University of Melbourne. Creating innovative teaching materials, trips and lesson plans to suit individual needs.

FREELANCE 2005-2010

- Designing licensed product, ceramics gift ranges and novelty Christmas product.
- Designing marketing material, corporate branding and visual identity for various brands.
- Styling, brief packs and visual merchandising.
- Website design proposals.
- Hand drawn artwork for stationery and greeting cards.

Clients include Topshop/Topman, Lombok, Debenhams, Paladone Products and Pineneedle.

SOFTWARE PROFICIENCY

AVA
NED Graphics
Adobe Creative Suite

EDUCATION

BA HONS Communication Design