MAISIE RONALD

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LINK TO PORTFOLIO

Surface designer with seven years experience in design, colour separation, and print production for luxury interiors. Skilled in AVA, Adobe, preparing designs for screen, rotary, and digital printing on fabrics and wallpapers. I have collaborated with both established industry leaders & emerging designers, developing artwork into production-ready prints. Highly organised and client-focused, I combine technical precision with artistic sensitivity, ensuring projects are delivered on time, on brand, and to the highest creative standards. Passionate about sustainability, design, and creating products that combine craftsmanship with creativity.

EDUCATION, QUALIFICATIONS & ACHIEVEMENTS

University of Southampton
BA Fashion and Textiles:
Printed Textiles
2.1 Higher

Première Vision Paris 2018
New Designers 2018

SKILLS

TEXTILE & SURFACE DESIGN:

-Fabric and Wallpaper design, fabric usage (FR and Martingdale)
-Advanced AVA training
-Colour separation for screen and digital printing

PRINT & PRODUCTION

-Screenprinting: setup, production, and technical troubleshooting
-Print production processes from proofing to finished product
-Artwork preparation for both digital and screen printing

CREATIVE DEVELOPMENT & VISUAL COMMUNICATION

-Mood boards, visual storytelling, and collection concept development
-Branding and identity for design-led businesses
-Adobe Creative Suite: Illustrator, Photoshop, InDesign
-Typography, layout, illustration, and photography

PROJECT & CLIENT MANAGEMENT

-Project management across multi-stage collection launches
-Client liaison and relationship management
-Trend research and market awareness for design-driven products

RELEVANT WORK EXPERIENCE

FREELANCE AVA COLOUR SEPARATION/DESIGN SERVICES
OCT 2024 - CURRENT

Clients include: Blithfield, Natasha Hulse, Beauvamp, Cloth & Clover, and Rupert Bevan.

- Using hand-drawn and AVA software, develop designs for upcoming printed textiles collections, prepare artwork for both digital and screen processes, and liaise closely with clients to ensure their creative vision is realised.
- Working with these brands has helped me to deepen my market awareness, technical expertise, strengthen my ability to adapt to different design aesthetics, and refine my communication skills when managing projects.
- Also reinforces my passion for supporting design-led businesses and contributing to products that combine creativity, craftsmanship, and sustainability.

BLITHFIELD
MARKETING CONSULTANT (PART-TIME)
August 2025 - Present

- Provide marketing consultancy one day per week, analysing trends to guide product promotion.
- Translate customer needs into effective, consistent marketing strategies to drive sales.
- Curate visual storytelling with design heritage and market demand.

INTERIM SALES MANAGER (SABBATICAL COVER)
April 2025 - August 2025

- Managed UK and US client accounts, processed orders, and liaised with suppliers, agents, and production teams to ensure seamless service.
- Strengthened understanding of customer needs and commercial operations within a luxury interiors brand.

IVO TEXTILES LTD
COLOUR SEPARATION ARTIST & MARKETING COORDINATOR
FEBRUARY 2023 - 2025

- Advised customers on printing methods, design and technical design considerations for both fabric and wallpaper.
- Designed, colour separated and set-up artwork using AVA for both screen and digital printing methods.
- Liaised and collaborated with production teams on the factory floor to resolve technical challenges and maintain quality standards.
- I was responsible for the social media, giving talks to university groups, networking at events like Decorex & Focus as well as coordinator for our sponsorship in the idott charity.
- Working at Ivo expanded my knowledge in print, design, client relations and confidence in making design decisions, as well as presenting to customers.

BRANDING/MARKETING | JANUARY 2019 - CURRENT

Clients include: Blithfield, Cloth & Clover, Ivo Textiles, Initial, Ambius and a variety of independent businesses.

- Deliver branding & marketing projects, new product launches, packaging layout and event planning, applying textile design knowledge to strengthen understanding of how to align product design with market positioning.
- Turn my clients' visions into reality through meaningful & unique designs is a huge passion of mine.
- With this I implement my skills in time management, managing multiple projects, meeting clients needs and expectations whilst building loyal and trusting relationships with customers and suppliers.

MARI DESIGN | 2019 - CURRENT

- Created and sold hand-printed yoga and wellness products that explored the connection between art and wellbeing.
- Built relationships with reliable manufacturers and suppliers both in the UK and internationally, as well as managing collaborations with other designers.
- My passion for textiles has evolved into teaching female empowerment art workshops and hosting wellness retreats, and I am training as an Art Therapist to deepen this work.
- Alongside product design, I created and manage my own website, oversee marketing channels and handle bookkeeping, while also running creative workshops and retreats that combine design with wellbeing.

THE COLLECTIVE STUDIO | FEBRUARY 2021 - JANUARY 2023

- Co-founded a shared design studio in Cornwall, creating a space for emerging designers to work, collaborate, and grow their businesses within a supportive creative community.
- Developed my administrative and leadership skills, balancing creative and business needs.

FBC LONDON | 2016

Product design and development intern

- Worked for the head of design and worked closely with the company director.
- Designed the company look books and promotional merchandise, planned elements of launch events, assisting in sales orders, communication with suppliers and contributed to the daily running of FBC London and FBC London showroom.
- Gained valuable organisational and client-facing experience within a luxury interiors brand.

REFEREES

EMILY WARD | Manager at Ivo Textiles - emkward@live.com

BECKY PATTMAN | Director, Blithfield - bpattman@blithfield.co.uk