

Clair McKinney-Williams

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About

I have over 20 years' experience working as a ladies and children's footwear and fashion accessory designer/maker. With my vast amount of experience designing and developing shoes, bags, hats, graphics and branding I am a great asset.

My Skills

- 18 years experience designing and developing footwear and accessory collections for Irregular Choice and Clarks.
- Personally trained by Philip Treacy as a milliner for 7 years.
- Excellent hand sewing skills.
- Create clear technical footwear and accessory specification packs.
- Branding, packaging, graphics, embroidery, appliqué and print designer.
- Years of factory/sample rooms and supplier experience in China/Portugal.
- Proficient at Adobe Illustrator, Photoshop, Microsoft Word and Excel
- Work independently, within a team and able to manage a team of designers.
- Teach my own creative workshops.
- Excellent communication skills, both written and verbal

Work Experience

What's Up Birdie? - March 2020 - present

Company director

What's up Birdie is a brand that I created to show case my own designs.

I sell and make fashion accessories, shoes, headpieces, shoe-clips and bridal accessories. <http://www.whatsupbirdie.com>

Zillakids - August 2020- present

Freelance designer/production assistant.

I collaborate to design sweatshirts and also work in the studio one day a week to assist with the production. www.zillakids.com

Clothkits - May 2020 - May 2021

Freelance graphic designer

I have worked on several projects, re-drawing Clothkits vintage kits in adobe illustrator and also new prints for kits. www.clothkits.com

Irregular Choice - 2003- March 2020

Senior Footwear and Accessory Designer/Developer

Poetic Licence - Women's

Irregular Choice - Kids

Bed of Roses - Women's

<https://www.irregularchoice.com>

My role at Irregular Choice included the following:

- *Research trends, present idea's, initial hand drawn sketches and mood boards to the company director.*
- *Design and draw up selected styles on illustrator/photoshop including any new prints, embroidery's and appliqués.*
- *Present the collection to company director and buyer/range builder.*
- *Write up tech packs for each design giving detailed specifications on illustrator and excel.*
- *Work with factories on a critical path for first samples to be made for sales meeting.*
- *Liaise with factory sample rooms on prototypes, amending patterns, constructions, lasts and heels where needed.*
- *Present collection to company director and sales agents, follow up any amendments with factory and pass over to the tech/production teams.*
- *Visited and participated in various footwear and accessory trade shows around the world.*

Sew Darn Sassy - 2014 - 2019

Company director

I taught and set up Creative workshops making fashion and interior accessories.

Clarks - 2002-2003

Footwear Designer - Children's and Women's footwear designer.

Philip Treacy Ltd - 1999-2002

Milliner (after a year working in Australia I returned to work for Philip Treacy)

Prestion Zly – Melbourne Australia -1998-1999

Shoe Maker

I took a one-year sabbatical whilst at Philip Treacy to travel and work in Australia. Here I assisted to make bespoke shoes.

Philip Treacy Ltd - 1995-1998

Milliner

Trained by Philip Treacy as a milliner. Here I made couture hats and head pieces for private clients & catwalk shows such as Valentino, Chanel, Versace, Alexander McQueen & Philip Treacy in London/New York & Paris.

Education

2001-2002

PDC Footwear Design

London College of Fashion

Graded: Distinction

(I did a part-time course in shoe making/design whilst also working for Philip Treacy)

1993-1995

HND Footwear & Accessory Design

Cordwainers College London

Graded: Distinction

1990-1993

BTEC Art & Design

Amersham and Wycombe College of Art and Design

Graded: Distinction

Interests

Illustration, screen and lino printing, ceramics, teaching craft workshops, sewing, film, music, travel and gardening.

References:

Dan Sullivan at Irregular Choice

Philip Treacy at Philip Treacy Ltd

Emily at Zillakids