



Samiha Sherra

Bags & Accessories Designer / Freelancer

London, UK

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Links

[Website](#) [LinkedIn](#)

Languages

English (Fluent)

Arabic (Native)

About

A Product Designer: Bags and Accessories graduate at London College of Fashion. Seeking a challenge, is self-motivated, and adaptable. Skilled in both practical design pattern making skills and digital media with a strong interest in delivering accessories and Bag design proposals in industry project work through professional CAD drawings.

BRANDS WORKED WITH

- Azza Fahmy Jewellery
- Citizen of the World Society Community Service
- Course Representative
- Jude Benhalim
- Lead Marketing Solutions
- Rafik Zaki Designs
- Shershall Factory For Buttons and Garment Accessories
- Veurst
- Wimbledon Art Studios

Experience



● Social Media Specialist

Veurst | Nov 2021 - Feb 2022

- Scheduling Posts for Multiple Platforms
- Studying Fashion Trends
- Graphic Design
- Source Content for Editors

● Course Representative

Course Representative |

- Seek-out students' views and represent them at meetings
- Work in partnership with student union to improve the course
- Allow change and improvements and resolve issued related to the course which may arise.

● Student ambassador

Course Representative |

- Communicating and welcoming new comers, managing and building up events



● Graphic Designer and Public Relation

Jude Benhalim | Nov 2020 -

- Graphic designer
- Marketing
- Public relations



● Ambassador

Wimbledon Art Studios | Oct 2019 -

- Maintaining a welcoming and friendly atmosphere throughout the show.
- Curating and Building up the exhibition
- Dealing with any queries or questions about Wimbledon Art Fair.
- Providing information about Wimbledon Art Fair and the artists taking part in the show.

● Client Management and 2D Designer

Lead Marketing Solutions | Jun 2019 -

- Perform research to identify potential clients
- Create presentations to inform potential clients about their company's products or services
- Use a combination of drawing and computer drafting skills to create plans, brochures, logos and other products.
- Using CAD programs to present ideas on mood boards



- **Designer intern**

Azza Fahmy Jewellery | Jul 2017 -

Hands on experience with metal etching
Practical skills with tools and machinery

- **Head Of Media**

Citizen of the World Society Community Service | Sep 2016 -

(focus on community outreach and care, Manage and supervise a team in day to day media management while also leading the process of strategic media planning/execution and serving as a resource for the team) supervise club activities and assist other club members in their tasks

- **Sales Employee**

Shershall Factory For Buttons and Garment Accessories | Jun 2016 -

Worker, Sales and communications representative

- **Design and Communication**

Rafik Zaki Designs | Mar 2022 - Nov 2022

Responsible for developing PR and marketing plans that communicate key messages
Overseeing all internal and external communications for the brand
Designs and assists with the production of corsets and accessories
Identifies trends, and selects styles.
Develop new, creative, and highly engaging video content to grow Social Media Platforms

Education & Training

2018 - Jul 2021 ● **University of the Arts London**

Bachelor of Arts - BA, Cordwainers Fashion Bags and Accessories: Product Design and Innovation

2017 - 2018 ● **University of the Arts London**

FDA, Art & Design