



Zhin Kader

Extensive experience in design. Expert in developing appealing storytelling, curious and decisive with strategic skills.

📍 London, UK

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Languages

English (Native)

Kurdish (Native)

French (Basic)

Spanish (Basic)

About

Extensive luxury experience and understanding across design, development, production, and line planning. Expert knowledge of developing appealing storytelling and situationally adaptive. Curious but decisive, while able to switch from strategic thinking to operational pragmatism.

BRANDS WORKED WITH

Alfred Dunhill

AllSaints

Christian Louboutin

Estéra Swimwear

Fashion Tweak

Lacoste

Reiss

Stine Goya Studio

Experience

● Co-Founder

Estéra Swimwear | Jul 2022 - Now

Developing a morally, ethically sound brand, in order to be an example for other brands to follow.

Finance & Strategy

- Developing high quality business strategies and plans ensuring their alignment with short-term and long-term objectives.
- Overseeing all operations to ensure they produce the desired results and are consistent with the overall strategy and mission.
- Enforce adherence to legal guidelines and in-house policies to maintain the company's legality and business ethics.
- Review financial and non-financial reports to devise solutions or improvements.

Research & Analysis

- Commit exhaustive market research of various key components such as profit margin, potential competitors, strengths/weaknesses.
- Analyse problematic situations and occurrences and provide solutions to ensure company survival and growth.

Networking & Fundraising

- Constructing a business plan to gain investment, including a description of the business model, market analysis, the products offered, operational plan, the marketing and sales strategy, and detailed financial plan.
- Interact with potential investors, clients, or event partners in the future, attending industry and community events.



● Design & Development Consultant

Stine Goya Studio | Oct 2022 - Now

Combining artistic vision with technical expertise to create trendsetting footwear in a tight timeline.

- Empower through positive and persuasive communication to overcome challenges and build strong relationships with team members.
- Create compelling storytelling concepts that resonate with diverse audiences, showcasing a deep understanding of functional, cultural, and tactile nuances.
- Conduct cutting-edge market research to guide product development and strategy, providing actionable insights and recommendations that set the stage for continued success.

● Podcast Host & Producer

Fashion Tweak | Oct 2022 - Now

Plan the show and research the topic under discussion. The podcast aims to show how fashion is deeply political. The goal is to ask the question, "What would you tweak about the fashion industry?" (Launching Spring 2023)

- Marketing & Relations

- Keeping in touch across industry news and developments and generating concepts for the podcast strategy calendar.
 - Managing relationships with sponsors to ensure that they are happy with the exposure they are getting.
 - Uploading and promoting content on social media, as well as writing accompanying blurbs.
- Production
 - Communicating confidently, drafting scripts and program descriptions.
 - Ensuring that people are scheduled ahead of time, keeping in mind all participants' availability.
 - Preparing for each episode by researching topics or contacting guests, drafting engaging and appealing show formats.
- Hosting
 - Using my creativity and curiosity, and a love of storytelling to lubricate the flow of the podcast.
 - Applying interpersonal skills, and to be flexible and understanding with guests and other contributors.



● Design & Development Consultant

Lacoste | Mar 2022 - Sep 2022

Collaborating with the Colour + Materials team, continuously executing the Lacoste vision from concept to consumer.

Communication

- Foster a positive and optimistic team dynamic by utilizing strong interpersonal, diplomatic, and persuasive skills to encourage collaborative problem-solving and effective communication during challenging situations.
- Develop compelling storytelling concepts that support the rationale behind product design and range creation, utilizing creativity and strategic thinking to communicate product value to stakeholders.
- Deliver impactful and engaging design presentations that demonstrate a deep understanding of functional, cultural, and regional nuances, and confidently communicate the product proposition to diverse audiences.
- Collaborate cross-functionally with Category, Design, and Development teams throughout the product creation process, offering support and solutions-focused insights to ensure seamless information flow and alignment across all teams.

Leadership

- Challenge conventional creative strategies and product development approaches by leveraging design expertise and cross-functional collaboration to drive business innovation and growth.
- Manage reports across color, materials, design techniques, technical aspects, and presentations, ensuring their impact and growth by providing support and guidance.
- Take ownership of overview matrixes across all product categories, ensuring deadlines are met by project and maintaining efficient workflows throughout the calendar process, while building positive relationships with internal and external stakeholders.

Analysis

- Conduct ongoing market research to gather key insights on consumers, competitors, cultures, and markets, in order to stay ahead of the competitive landscape and guide Lacoste's product development and strategy.
- Prepare detailed and inspiring reports following each research trip that effectively communicate research findings and insights, quantifying relevant data and providing actionable recommendations for the business.



● Designer & Developer

Reiss | Sep 2020 - Mar 2022

A multi-disciplinary role that provides product development, problem-solving, and market analysis.

Product

- Refining product lifecycle and proactively and reactively suggesting solutions and improvements based on changes in market e.g., Brexit

trade implications and Covid-19 pandemic.

- Facilitating supplier communication across all product categories, ensuring ex-factory deadlines are met.

Analysis

- Maintaining database tracking competitor activity through visual examples and product information.
- Providing competitor reports and product and pricing suggestions to maintain market-leading edge on latest trends.
- Reporting into the weekly product progress meeting with the Head of department.

Launch Plan & Design

- Creating a seasonal strategic design brief based on Director's input. Researching trends and applying findings with curated concept boards, material boards and seasonal mood boards, including artwork ideas and silhouettes for all product categories.
- Create and manage the design team calendar and workload, collaborate with Senior Designers to prepare proposals for review meetings.



● Designer & Developer

AllSaints | May 2018 - Aug 2020

Worked with a variety of the world's most high-quality materials and transformed them into innovative and unique products.

Design & Strategy

- Worked closely with the Senior Designer to establish design briefs, including concept, performance, and production criteria.
- Prepared competition analysis of trends and novelties for monthly internal design workshops.

Product

- Monitored manufacturers in Italy, Spain, Portugal, and China remotely and in-person to track progress of prototype development, delivering to critical lead-times of 3 weeks prototyping.
- Curated design presentations of collections through each development phase for Creative Directors and successfully contributed alternative development methods.
- Lead wearer trials and created new method of photographic data capture to communicate specification adjustments.



● Production Coordinator

Alfred Dunhill | Aug 2017 - May 2018

Ensured the development of a variety of products through numerate analysis and business planning.



● Production Coordinator

Christian Louboutin | Oct 2016 - Jul 2017

Supporting the development of luxury products in line with high development standards.

Education & Training

2012 - 2016

● University of the Arts London

BA (Hons), Fashion Illustration