



# Dea Arifa Ardyanda

Fashion designer, illustrator & graphic designer

📍 Firenze, Metropolitan City of Florence, Italy

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## Links

[Website](#) [Blog](#)

[LinkedIn](#)

## Languages

English (Fluent)

French (Fluent)

Indonesian (Native)

Italian (Work Proficiency)

Russian (Basic)

Javanese (Native)

## About

A highly creative leader and “think outside the box” designer possessing a unique and sought-after combination of creative and technical skills and knowledge of European and Asian cultures. Recognizes good fashion and quality craftsmanship, employing these skills in clothing and product conceptualization and development, design planning, material selection, market research, and production.

Continually works on personal growth and self-development, presents a friendly and non-domineering style, and liaises cross-departmentally to assess progress and drive success. Mentors junior staff, values diversity, utilizes a systematic approach to design, and provides and appreciates a stimulating and participatory environment. Additional competencies include:

Artistic Fashion Design • Art & Creative Direction • Product Branding • Trend Forecasting • Product Testing  
Sample Approval • Efficiency & Effectiveness • Collection Creation • Technical Drawing • Product Development  
Photo & Video Production • Strategic Planning/Execution • Liaison Between Creative Director/Junior Designers

### BRANDS WORKED WITH

Alexander Wang

Anthony Vaccarello

bateeq

Christian Dior SE

Harper's Bazaar Indonesia

Kojo Indonesia

Surface to Air

XSML

## Experience

### ● Head Of Production

Kojo Indonesia | Dec 2018 - Now

Below is the list of the tasks that are included within my role in the company:

Creating a time table for the project (from conception to delivery),  
Collaborating with the creative director to design the products (ranging from accessories to clothes),  
Developing the product design into a sample (technical drawing, specifications, print making and placement, and such),  
Being responsible for all the production process,  
Following up and monitoring the suppliers,  
Material resourcing,  
Monitoring the logistics of materials and final products.

### ● Head Designer

bateeq | May 2016 - Nov 2018

Below is the list of the tasks that are included within my role in the company:

Supervising the design team (from textile to fashion designers),  
Being responsible for the visual language of the brand (conception of seasonal campaigns, lookbooks, fashion shows/showrooms, photo-shoot, video-making, social media contents, and such),  
Trend and market analysis,  
Creating a time table for the design team - in collaboration with the product manager,  
Monitoring the design process from concept to final samples and fashion shows/showroom,  
Creating line-sheets - in collaboration with the merchandiser,  
Editing, revising and adding designs.

### ● Menswear Designer

XSML | Apr 2015 - Apr 2016

Below is the list of the tasks that are included within my role in the company:

Collaborating with the creative director to create the concept for seasonal menswear collection,  
Designing and developing menswear products for the collection,



Following up with the pattern makers in the sampling process,  
Designing and developing prints and embroidery to be applied on the products,  
Following up with the prints and embroidery suppliers,  
Collaborating with the creative director to direct the seasonal campaigns (photoshoots, video-making, fashion shows, showrooms, lookbook layout, and such) for the menswear collection.

- **Junior Designer**

Anthony Vaccarello | May 2014 - Jul 2014

Below is the list of the tasks that are included within my role in the company:

Assisting the designer with the technical drawings on illustrator,  
Assisting the pattern maker,  
Assisting the sample creation,  
Print development and placement on fabrics.



- **Fashion Stylist Assistant**

Harper's Bazaar Indonesia | Mar 2014 - Mar 2014

Below is the list of the tasks that are included within this role:

Assisting the stylist during model casting,  
Assisting the communication between the stylist, the brands, and the make-up artist (including translation from Indonesian-French / English-French and vice-versa),  
Assisting the stylist for location research and scouting,  
Assisting the stylist and photographer during the photo shooting.



- **Junior Menswear Designer**

Surface to Air | Aug 2013 - Dec 2013

Below is the list of the tasks that are included within my role in the company:

Assisting the designers with the conception of the collection and mood board creation,  
Assisting the designers with the technical drawings and products specification,  
Assisting the designers on the textile design process,  
Developing accessory products (gloves, bags, sunglasses, and such),  
Assisting the seasonal campaign photo shooting and video making,  
Following up with suppliers.

- **Showroom Assistant**

Alexander Wang | Mar 2013 - Mar 2013

Assisting the showroom for Womenswear Spring Summer 2013 Ready-to-wear, T by Alexander Wang and Accessories collections



- **Showroom Assistant**

Christian Dior SE | May 2011 - May 2011

Assisting the showroom for Resort collection 2011.

## Education & Training

2019 - 2021

- **Polimoda**

MA, Creative Direction

2009 - 2013

- **Istituto Marangoni Paris**

BA, Fashion Design