



# Rachael Coville

Multi-Product Designer // Product Developer // Consumer Product Specialist // Fashion Sustainable conscious Trend follower

Paris, France

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## Links

[Blog](#) [LinkedIn](#)

## Languages

English (Native)

French (Fluent)

## About

Experienced creative multi-product designer and Product Developer. Effervescence and Endurance is in my DNA!  
Product management#  
Analytical and problem solving mind.  
Multi-tasker and project management planner.  
Development A-Z of innovative multi-products for FMCG Brands.  
Brand image//Packaging-POS//Product-licensing-fitting: approvals  
Consumer Product Pitches.  
Brand, Trend and Social Market analysis//research//presentation.  
Style Guide Book creation.  
Creative concept and direction.  
Design and Technology Teacher

### BRANDS WORKED WITH

- C&a Buying Belgium Full-Time
- Disneyland Resort
- Heatseal Ltd
- Stepping Stones Bilingual Preschool Full-Time
- Sun-City France
- the Walt Disney Company

## Experience

### ● Creative Designer//Product Developer

| Apr 2018 - Now

Concept to Multi-Product: fashion, textiles, home and gift, stationery, BTS, toys, Product Development A-Z.

Trend analysis to trend moodboards+Creative Direction.

Creation:  
Surface Pattern Design  
Style Guides  
Packaging  
Logos  
see less

### ● English and Art Teacher

Stepping Stones Bilingual Preschool Full-Time | Sep 2020 - Nov 2020

During 3 months I enhanced and developed 60 International preschool childrens English and Art skills through the Montessori method.

### ● Trend Specialist freelance+ Promostyl Representative Brussels new clients

| Aug 2018 - Aug 2019

Belgian representative for PROMOSTYL, the International Trend and Style Agency, Paris.

Trend Presentations

Design, colour and product research, concept+development(freelance)

### ● Senior Designer-Childrens + Multi Product

C&a Buying Belgium Full-Time | May 2013 - Apr 2018

Close liaison with Product Managers in the toddler boys and toddler girls Apparel Department.

Design and development of innovative licensed graphic and fashion product concepts and ranges adapted to all European markets.

Close liaison with suppliers to ensure perfect production. PLM-Trim and Fabric Sourcing.

Print, Lab dips and Prototype to Goldseal Product Approvals, Fitting Approvals.  
see less

- **Freelance Senior Fashion Graphic Designer**

| Aug 2012 - Feb 2013

Managed 3 apparel designers in the Indian design offices  
Design and development of innovative Licensed graphic and product concepts and toddler, boys, girls, women's ranges adapted to the Indian market.

Approvals of product and creative collections. A source of creative ideas/inspiration for India's Licensing business. Travel to Delhi to approve AW and SS Products.

Linked to the regional merchandising team in USA, to ensure all account specific developments are in line with Indian strategies. Travel to India to approve 1st strike offs in production.

see less

- **Fashion Graphic Product Designer: freelance**

| Jun 2009 - Aug 2012

Trend and product research, mood boards, create graphics, textiles, apparel and product collections from childrens to young adults for Fashion, Accessories, Homeware, Interior Decor, Toys or Stationery. eg: Disneyland (apparel, home, accessories) and TWDC EMEA (toys), Sahar Famouri (Interior Design), Walibi (apparel), Matriochka (licensed product), The Brand Nation (premium toys), The Smiley Company UK (home decor)

Specialised in Licensed Product.

see less

- **Associate Creative Manager**

the Walt Disney Company | May 2007 - May 2009

(Disney dedicated team for Carrefour International)

Close liaison with all Product Managers and Designers in the Apparel and Accessories Departments at CRF Head Office.

Through Retail Pitching I Designed and focused on Product development of innovative Disney graphic and product concepts, ranges and packaging; adapted to the Carrefour market. DTR.

A source of creative ideas/inspiration for Carrefour's Disney business.

Marketing our Disney Brand Image by creating/presenting regular Retail Pitches.

Linked into the regional Creative Team in London to ensure all account specific developments were in line with European strategies

see less

- **Fashion graphic designer**

Sun-City France | Jul 2005 - Dec 2005

Responsible for the creation and development of Nightwear and Accessory ranges.

- **Senior Graphic Textile Concept designer**

Disneyland Resort | Feb 2000 - Apr 2007

Senior Graphic Textile Designer

Close liaison with all Product Managers in each sector of the Merchandise Department. (Adult/Children's Textiles, Home ware, Accessories, Candies, Souvenirs and Toys).

Design and development of innovative graphic concepts (Adult/Children's Textiles, Home ware, Accessories ranges and packaging for each season, from initial concepts to final production.

Presentation of concept boards for prints, embroideries and packaging.

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- **Midweight Childrenswear Designer**

Heatseal Ltd | Jul 1998 - Dec 1999

Heatseal Textiles Ltd., London Developed, designed innovative graphic concepts and garment ranges for Marks & Spencer kids.

## Education & Training

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- 2020 - 2021 ● **Google pour les pros**  
Certification "Principes de base du marketing numérique">//Google Digital Marketing, Google Atelier Digital//Google Digital Workshop
- 2020 - 2020 ● **The House of Marketing, Belgium.**  
Online Webinar, Marketing Masterclasses
- 2018 - 2019 ● **Modesignacademy Design Management School Brussels**  
MA Fashion & Design Management, Design and Visual Communications, Retail, Brand, Marketing...