



Danielle Field

Designer

📍 London, UK

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Links

[Website](#) [Instagram](#)

Languages

English (Fluent)

About

ABOUT:

A Multi-disciplinary designer based in London with 5 years creative and fashion industry experience. Embodying an open-minded and collaborative approach has allowed for a unique perspective and skillset (conceptual and technical). Experience includes: creative research, graphic design, physical product development, concept development and art direction.

FREELANCE & WORK EXPERIENCE:

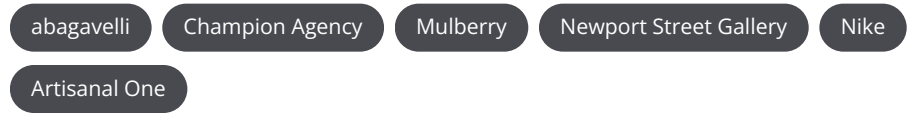
Artisanal One Practice (2023 - Present), Abaga Velli (in-house 2020-23), Mulberry England (in-house 2018-20), Nike (2017 & 2018), The Champion Agency (2018) & Newport Street Gallery (2018).

ARTISTIC DEVELOPMENT:

In search of defining an honest and distinctive visual language through fashion and artistic methods. The first iteration is presented via Case Study (2024) and Carrier Bag Series (2023-2024) with further works in development.

Available for freelance, contract and commissioned projects.

BRANDS WORKED WITH



Experience



● Design Assistant & Production Coordinator

abagavelli | Oct 2020 - Mar 2023

Assisting the Creative Director with development, creative assets and production for seasonal collections. My initial role entailed graphic design for printed and digital assets including lookbooks, technical packs, internal documents, and image research. From 2021 I was also given the role of Production Coordinator, working closely with the team and suppliers to produce and deliver wholesale collections on time. Tasks included: materials sourcing (Japan, Portugal and UK), creating design assets for screen printing, embroidery, producing garment labels, care labels and detailed tech packs per collection. During this time I gained invaluable knowledge, adding to my creative skillset and an overall understanding of running a small fashion business.



● Creative Consultant

Nike | Nov 2018 - Nov 2018

Research and creative consultancy: Supporting the Nike London HQ In-house Art Director, contributing research and designing creative campaign decks. Creating digital assets for socials and campaign roll-out.



● Luxury Heritage Brand. Graphic Designer

Mulberry | Dec 2018 - Aug 2020

A fast paced creative environment supporting image and marketing teams. Producing print and digital assets for seasonal, in-house, special project campaigns, visual merchandise and fashion events including London Fashion Week and various international brand activations. Projects include: re-designing product care cards for leather goods, magazine ad layouts, lookbooks, internal documents, store decals and light boxes. External projects include Lunar New year gifting envelopes and Mulberry's international brand activation 'My Local' campaign; creating pub inspired creative assets, screenprinted T-shirts, and typographic event fly posters.



- **Creative / Social Agency. Graphic Designer**

Champion Agency | Oct 2018 - Oct 2018

Working with a very small and talented team, dedicated to building creative solutions for marginalised communities. My involvement consisted of in-depth research and developing strategies for creative community workshops; pitching realistic concepts of real potential benefit to overlooked greater London communities. Although short term, my experience here was invaluable and gave insight into the potential impact of the arts on those overlooked and undervalued.



- **Art Gallery. Part-Time Gallery Invigilator**

Newport Street Gallery | Feb 2018 - Jul 2018

Ensured the security of artworks and engaged visitors with insightful information about the exhibits.

- **Artistic Research and Development**

Artisanal One | Mar 2023 - Now

A unique and varied role, playing an integral part of a small team. Assisting the Creative Director with both external and internal projects. Internal work includes AONE's first clothing concept during Paris mens fashion week (January 2024), streamlining internal design processes, image research for collection moodboards, producing line drawings and technical packs, materials sourcing, garment development reviews and producing printed assets including the collection lookbook. Recent commercial work includes: prop sourcing and set design mockups for JD Sports x Nike Jordan campaign shoot, prop sourcing and creative assistance for Google I/O film 3 day campaign shoot and overseeing design and production for artist Patoranking's World Best album 12" vinyl record and sleeve.