



# Maria Ginka

Senior Fashion Designer

Paris, France

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

French (Basic)

German (Basic)

Italian (Basic)

Russian (Native)

## About

With 13 enriching years in the fashion industry, I bring a seasoned experience spanning across various fashion brand segments - from mass market to luxury. My artistic vision, coupled with a deep understanding of market trends, is rooted in my extensive knowledge of knitted garments design. A detail-oriented designer, I specialize in creating both unique and commercial designs that resonate with contemporary fashion aesthetics. In my pursuit of a senior or top-level position within the fashion industry, I am eager to lend my expertise in fashion aesthetics, trend analysis, and forecasting. My commitment to the industry extends beyond design; I am driven by a passion for continuous growth and development. I am also adept at using management skills to not only coordinate teams effectively but also to nurture and develop emerging talents within the industry.

Key Skills and Expertise:

- Collaborative Leadership: Successfully partnered with Creative Directors, brand owners, and cross-functional teams to conceptualize and produce collections.
- Strategic Brand Development: Demonstrated ability in brand concept creation, logo design, and brand guideline establishment, resulting in the successful launch of multiple fashion brands.
- Trend Analysis & Market Research: Proficient in researching and analyzing current market trends and competitors, ensuring brand relevance and market positioning.
- Collection Development: Adept at curating seasonal and capsule collections, managing design processes from sketches to ready-to-wear clothing, and preparing technical packages.
- International Liaison: Established working relationships with European and Asian manufacturers, suppliers, and product teams, ensuring seamless production and quality.
- Print & Design Expertise: Developed innovative print concepts, executed over 150 unique prints, and designed garments across various materials.
- Project Management: Demonstrated strong organizational skills, managing strict timelines, leading freelance teams, and overseeing production processes.
- Personal Styling: Excelled in curating personalized styles for high-profile individuals, resulting in elevated public images and high-profile dressing opportunities.
- Fashion Show & Event Participation: Actively participated in and organized fashion shows, exhibitions, and brand launches, successfully showcasing brand collections and increasing visibility.
- Creative Direction: Showcased skills in creative conceptualization, working on brand visuals, collection presentations, and photo shoot concepts.

### BRANDS WORKED WITH

- A LA RUSSE
- Amash
- Annette Hoffmann
- Design Studio by Oksana Fedorova
- Fashionlogica
- Gulliver
- Melon Fashion Group
- #mumofsix
- Natalia Bardo
- OAO «Модный Континент» (Торговая марка INCITY,DESEO)

## Experience

### ● Senior Designer

Melon Fashion Group | Jan 2023 -

Idol, Melon Fashion Group, Russia, Saint-Petersburg (local equivalent to Inditex, consists of 5 brands with 900 stores in Russia)

Key responsibilities:

Working directly with the Creative Director to consistently develop and build on the first Idol collection

Researching competitors and trends relevant to brand identity

Developing and designing the very first collection for a new smart casual brand targeting the middle-up segment.

Preparing technical packages/ schematics for development to system  
Attending fit and prototype review sessions; make revisions to artwork and tech package

Going on business trips to production factories and fabric manufacturers to Turkey and China

Working with asian and european manufacturers

Key achievements:

One of the leading designers in successful development of the collection in a new format for the Russian fashion market, achieving remarkable (good) results in just 5 months.

Directed the process, from concept to prototype, including sketching, fittings, and extensive business trips, resulting in a fast outcome.

Created and oversaw the production of 70 styles including cut knit, knitted and woven garments, each crafted to meet (fit, suit) the luxury segment's exacting standards.



## ● Senior Designer on the project

Gulliver | May 2022 - Jan 2023

HOLA new brand created by Ozon , Russia, Moscow, (Ozon is the second largest online store in Russia, analogue of Amazon)

Key responsibilities:

Created concept for ss24 kids collection, 2 themes per month for girls 3-14 years on the base of trend and competitors analysis

Initiated design and product ideas, executing inspiration and mood boards for internal and external presentation

Worked with the creative director, product director and Ozon team to develop and build on the first Hola collection

Developed garments from sketch to ready to wear clothing, preparing technical packages/ schematics for development to system

Worked with chinese product team, building good working relationships

Collaborated toward deadlines and deliverables, ability to work in fast-paced, team-oriented setting

Key achievements:

Developed successful children's girls' collection SS24 consisting from 700 styles for the completely new fashion low segment brand that aligned the needs of the target audience.

Made trend analysis, concept and proposal development, sketching, technical package and fitting sessions to produce strong best selling products.

## ● Leading designer

Fashionlogica | May 2020 - May 2022

FashionLogica (a new fashion brand for the retailer showcasing local designers)

Freelance project

Key responsibilities:

Designed first basic and core collection, special capsule collections

Organized production process from the sketch to ready garment

Collaborated closely with graphic designers to define and cultivate the brand aesthetic.

Attended specialized exhibitions to discover new suppliers and manufacturers

Organized and lead a team of freelance employees

Key achievements:

Developed brand concept, logo, brand guidelines and brand book and defining the brand's color palette. Conducted market and competitor research to identify a promising niche within the middle up segment.

Created the concept for the first collection, designed 50 styles from sketches to ready garments, ranging from knitted garments to outer-wear.

Developed an additional New Year capsule collection consisting of 15 unique models within a one-month timeframe.

Conducted market research to identify and establish relationships with fabric suppliers, small-scale production facilities, pattern makers, and agents specialized in sourcing premium European fabrics. Participated in industry-specific exhibitions to explore and expand the network of reliable suppliers and manufacturers..

Found, organized and led a team of freelance professionals while facilitating fabric manufacturer sourcing.

## ● Freelance Designer

#mumofsix | Sep 2019 - Apr 2022

MUM of SIX (Fashion brand, created by the owner of a fashion retailer specializing in luxury kids brands, participated in the exhibition Pitti Imagine)

Key responsibilities:

Made concepts based on the trend and competitors analysis  
Was involved in the development of fabrications and prints.  
Created main collections and additional capsule collections.  
Led the creation of the collection and managed the timeline.

Key achievements:

Carried out research and design development based on the trend and competitors analysis, created collections for 5 seasons 30-50 garments each

Was involved in the development of fabrications and prints, worked with production, managed the strict timeline.

Designed a capsule collection featuring Minion, selected by Universal Studios from among various Russian brands to create a capsule for the premiere event.

## ● Creative Director

Design Studio by Oksana Fedorova | Feb 2019 - May 2020

Key responsibilities:

Created and curated seasonal ready-to-wear collections and catwalk collections

Analyzed historic sales data to develop understanding of customer needs and developed creative concepts after analyzing trends and sales.

Established strong relationships with international fabric suppliers through productive meetings

Presented and defended collections to brand owner, including the product team, sales department, and brand owner

Created additional models for special projects, contributed to various brand projects, including charity events and shows.

Managed a team of assistants, pattern makers, and tailors.

Prepared for fashion shows, with responsibilities including styling runway looks and participating in model castings, took part in developing invitations, visuals, and music

Captured impressive looks for lookbooks through conducting successful photo shoots and employing strong curation skills

Key Achievements:

Created 4 seasonal collections from concept and hand sketches to finished products, conducting fittings, sourcing materials, and working closely with a team of patternmakers, technicians, and seamstresses, in collaboration with the sales department to develop more commercially viable designs.

Refreshed the brand, attracting a younger audience through more modern silhouettes, colors, and trends while retaining existing customers, used more original prints, new fabrics and sustainable compositions.

Increased sales by 20%, attracted 15% more customers.

Presented collection at CPM (international fashion trade show Moscow), personally engaging with new clients.

Conceptualized and organized two successful fashion shows at RFW, styling the shows and lookbooks.

Increased demand for the brand's clothing for purchases and social events.

Created the brand's first two collections, including technical packages and artistic sketches, which were showcased at MBFW SS14 and FW15 and garnered press attention. Designed a school uniform 2014.

## ● Fashion Stylist

Natalia Bardo | Feb 2017 - Feb 2018

Natalia Bardo is a famous Russian actress

Personal stylist

Key responsibilities:

Developed personalized style for client

Created outfits for various social events and special occasions

Styled and approved looks for photoshoots

Curated looks for outdoor film festivals and cultural events

Collaborated with global brand representatives in Russia, source talented emerging designers for styling projects

Managed my own time effectively and stayed in constant communication, conducting fittings whenever possible.

Key achievements:

Developed a distinct and personalized style for a prominent actress, elevating her public image

Established and fostered valuable connections with PR managers of diverse brands to secure high-profile dressing opportunities

Designed and orchestrated the creation of a captivating dress for the red carpet of the esteemed Kinotavr film festival, garnering recognition in top fashion publications for its exceptional artistry and style.

## ● Senior Designer

ОАО «Модный Континент» (Торговая марка INCITY, DESEO) | Apr 2014 - Feb 2017

Incity (One of the first and most successful mass market brands in the low segment in Russia)

Key responsibilities:

Was responsible for the design process for the casual and weekend line, including cut knit and knitted garments, delivering a total of 300 garments per season.

Developed innovative print concepts and executed approximately 150 unique prints each season.

Collaborated with a cross-functional team consisting of a technician, assistant, product manager, and pattern maker.

Created comprehensive tech packs in English using the Enovia software, ensuring accurate and detailed manufacturing instructions.

Conducted fit sessions to ensure garments met the desired specifications, consistently upholding the brand's quality standards.

Actively participated in business trips and fabric exhibitions.

Successfully designed a wide range of apparel, leveraging skills in knitted, cut knit, and fabric materials to create visually stunning and fashion-forward pieces.

Key achievements:

Created print concepts and approximately 150 prints per season, collaborated with graphic designers to create original prints and even participated in model scouting for photoshoots.

Developed over 300 garments per season.

Designed knitted garments from sketches and yarn choice to finished ready-to-wear pieces of clothing.

Corresponded directly with Chinese manufacturers.

Worked closely with the brand's creative director to develop concepts, themes, assortment matrices, and wardrobes for merchandisers.

Provided collection descriptions for staff and retail stores.

Worked with licensed products. (Gained valuable experience working with licensed products, consistently delivering designs that met or exceeded licensing expectations and requirements)

## ● Designer

Annette Hoffmann | Apr 2014 - Feb 2017

Annette Hoffmann Moscow/Munchen, Small designers fashion brand

Key responsibilities:

Developed collection concept, color palette, and raw mock-up.

Created a collection based on my own hand sketches.

Compiled tech packs, technical sketches, worked with the experimental department, and conducted fittings.

Participated in fashion shows alongside the brand owner.

Collaborated on different side projects with the brand.

Created a basic collection based on existing collections for the Milan showroom.

Key achievements:

Created the brand's first two collections, successfully showcased at Volvo Moscow Fashion Week and featured in various fashion magazines and online publications.

Models from the collection were used for celebrity photo shoots and social events.

Created custom models for clients for such events as Tatler Ball in Moscow, designed a gown for the red carpet at the Kinotavr Film Festival.

Developed designs and decorations (all in artistic sketches) for Christmas trees displayed in front of TSUM (the largest luxury fashion department store in Eastern Europe), for two years under the brand name.

Created a basic collection under the brand name for sale in the Milan showroom, increasing the brand's visibility.

## ● Fashion Designer

Amash | Feb 2013 - Jun 2015

Fashion start up smart casual brand



- **Designer**

A LA RUSSE | Sep 2012 - Feb 2013

High end Russian luxury brand

## Education & Training

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2006 - 2012

- **Saint Petersburg State University of Industrial Technologies and Design**

Specialist degree in fashion design,