

Ford Hejna

Senior Designer/Design Manager

Brussels, Belgium

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Languages

English

French

About

PROFILE A driven, knowledgeable Head Designer / Design Manager with clear market understanding. Branded Luxury , vertical retail and supplier based experience. Develops balanced ranges that are commercial, customer focused and on brand. Strong business acumen, uses a creative yet commercial approach by leading a team to design product that maximizes trading opportunities. Highly creative,flexible work style with the ability to work in a fast paced, energized environment. Happy to be hands on with design as well as manage a team. Innovative and dynamic, able to influence buyers and push new ideas. A natural leader who inspires design and creative teams, committed to developing and motivating colleagues to ensure that targets are exceeded. A passionate team player and accomplished manager of 4 -10 designers

BRANDS WORKED WITH

- C&A Buying/Brussels,Belgium
- Collection
- JITROIS
- Le Chateau/Montreal
- MARBLE & WOOD
- Montana
- Mugler/Paris
- Must Garment inc./Hong
- WilliamRast -Jutin Timberlake's Brand

Experience

● Senior Designer -Designer

C&A Buying/Brussels,Belgium | Jun 2019

Creating seasonal collections for Mens formalwear in both areas of Modern and Classic tailoring . Creating moodboards and direction presentations to all upper management and buyers. Attending all fabric fairs across Europe and Asia to select fabrics and directions for the season. Working on all tech packs and specifications are on critical path and understood by our partners across Asia . Attendance to all fit sessions to view and correct any errors or changes to be made. Working closeley with Buyer to create a creative , commercial and fashion forward collection. Working on PLM system to generate all specifications to suppliers and vendors. Regular visits to Vendors and factories in far east including Bangladesh, China, Vietnam,India and Cambodia.

● Senior Designer Wovens

Le Chateau/Montreal | Jan 2011

● Head Designer

JITROIS | Jan 2000

● Design Assistant-Thierry

Mugler/Paris | Jan 1997

(References and creative portfolio available on request)



● Head Designer

MARBLE & WOOD | Jan 2018 - Dec 2018

Leading the design team on all areas of menswear and leather accessories Planning critical path and seasonal collections with head merchandiser Structuring the designteam's tech packprocess, research strategy, product alignment and product expansion Directing the photo-shootand styling for seasonal catalogue Ensuring a broad and commercially successful merchandise mix; leading to increased sales Expanding on current assortment and launching " Resort-Wear "collection todrive sales Attending all collection fit & spec meetings / bespoke tailoring fits for approval

● Senior Design & Product Development Manager

Must Garment inc./Hong | Jul 2015 - Dec 2017

Manage and mentor design team on specific areas denim, wove, knit bottoms and shirting Providing concept and trend direction, constantly pushing creative vision with wash and print Building a new department of woven shirting to increase business with key customers Designing and producing full seasonal assortment for customer base ,as well as special requested product on customer demand throughout the year Continually reviewing and reacting to the market to identify emerging product opportunities Working in factories and denim wash houses in Bangladesh to develop new innovative product at speed and price point Full team building/ hiring ,evaluated performance of staff and providing achievement goals for team Forging strong, relationships with clients , managing key accounts for Macys, JCPenny, Aeropostale, American Eagle, Walmart U.S.A & Canada, George ASDA, Zara, and Mango, with a 60 million USD annual turnover

- **Head Designer**

WilliamRast -Jutin Timberlake's Brand | Jan 2013 - Jul 2015

Playing a pivotal role at the forefront of design direction, leading both mens & womens design teams Designing denim and sportswear , creating new concepts and products to support growth Research trip/trade fairs in Europe and Asia, Identifying key fabric and trends to support development Guiding graphics team on all projects /proofing all artworks before sending to suppliers for execution Working 3 months a year with suppliers in Asia for follow up with proto's and align all product to ensure on time deliveries Presentation of final collection to Creative Director in New York as well as attendance and hands-on presentation at " Magic" Trade show in Las Vegas Daily sales meetings with merchandising teams, analysing data and findings to drive sales PREVIOUS XPERIENCE

- **Design Direction Consultant-Report**

Collection | May 2013 - Dec 2013

- **Senior Designer-Dynamite/**

| Feb 2012 - May 2013

- **Artsitic Director**

Montana | Oct 2006 - Jan 2009