

RONALD JNR MCDONALD

Interdisciplinary Creative Designer

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EDUCATION

Hyper Island

Design Lead Diploma
June 2023 - June 2024

UI Design Institute

Professional Certificate in UI Design
May 2022 - Oct 2022

UX Design Institute

Professional Diploma UX Design
Feb 2021 - Oct 2021

London College of fashion

BA Degree course
Sept 1998 - June 1999

North Glasgow College

Higher National Diploma
Sept 1995 - June 1998

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Figma
- UX Design
- Usability testing
- Wireframes
- UI Design
- Web Design
- Design Management
- Conceptual Design
- Creative Direction
- Brand Building
- Fashion Design

INTERESTS

- Acoustic Songwriting
- Elektronik Music (beats)
- Martial Arts
- Football
- Yoga
- Sci-fi (Books/Movies)
- Cycling

EXPERIENCE

Premium Black (Jack & Jones) Denmark June 2016 - Aug 2020

Design Director (Consultant) - Premium black label

- Responsible for creative design direction of Premium black
- Design responsible for all garments in collection.
- Develop seasonal collection briefs for artistic direction of collection.
- Manage and inspire team of designers to design the overall collection.
- Create seasonal trends and colour boards.
- Powerpoint presentations of collection silhouette and seasonal trends to the company.
- Communicate the trends and collections to the press through interviews and short films.

Tiger of Sweden - Stockholm, Aug 2007- April 2016

Head of Menswear (Design Director) - Tiger of Sweden Black label)

- Overall responsible for Collection direction of the menswear department.
- Collaborate with advertising dept and stylist for fashion show and campaigns.
- Responsible for design direction of all materials for collection.
- Create seasonal trends and colourboards for concept.
- Presentation of collection silhouette and trend to the company.
- Hand over technical sketches to pattern drafter and production.
- Create seasonal fashion trends and colourcards.

Hennes & Mauritz- Stockholm, Sept 2001- Aug 2007

Concept / Product designer

- Product Responsibility for all Product groups.
- Co-ordinate design work with design assistants.
- Hand draw sketches for assistant (who makes technical sketches and overviews).
- Continuously research fashion, innovative fabrics .
- Do technical sketches with details on freehand for production.
- Collaborate with print designs for placement prints and all over prints.

Cover letter

With a distinguished 20-year career in Men's Fashion Design, including 15 years in design leadership, I am excited about the prospect of leveraging my diverse skills and transitioning into the dynamic field of UX/Service and Product Design.

Originating from Glasgow, Scotland, and currently based in Stockholm, I bring a wealth of experience in design and leadership that has honed my creativity, problem-solving abilities, and a keen eye for aesthetics. These skills seamlessly align with the demands of UX/Service Design and Product, where I see an opportunity to apply my innovative ideas, passion for understanding customer goals, and talent for mapping customer journeys.

The field of UX/Service Design resonates with my commitment to crafting experiences with users at their core. Having completed two UX programs, I am well-versed in the design process, from empathizing with customers' pain points to conducting thorough research and analysis for valuable insights. My satisfaction lies in activities like affinity mapping, journey mapping, and enhancing user experiences through simplicity and minimalism.

Beyond my design skills, I bring strong communication abilities developed over two decades of interacting with diverse professional groups. I have a proven track record of bridging communication gaps within companies, fostering more effective and efficient meetings, and creating a harmonious work environment.

Driven by a desire to align my design creativity with more meaningful pursuits, I made a transformative shift from the fashion industry. Over 22 years, with 15 spent as a creative design director, I observed the industry's superficial response to environmental concerns, inspiring me to craft authentic sustainability solutions. My pursuit of a deeper understanding led me to complete professional diplomas in UX and UI design from the UX Design Institute online and enroll in Hyper Island's design lead course.

Immersed in Hyper Island's transformative experience, I've cultivated a passion for research and problem-solving, aiming to deliver solutions that enhance both the customer experience and environmental impact. My portfolio, "PAST LIVES," showcases my soft and hard skills from the fashion industry, providing insight into problem-solving approaches and designed solutions.

Eager to venture into the tech design landscape, I bring a unique blend of design expertise and leadership skills, positioning myself as a valuable asset for a forward-thinking company like yours. I am excited about the challenges ahead in this new phase of my career and am confident in my ability to contribute significantly to your team.

I look forward to the opportunity to discuss how my skills and experiences align with your company's vision and goals.

Sincerely,

Ron Jnr McDonald

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PAST LIVE CROSSOVER SKILLS

Drawing from my 22 years in the fashion industry, I aim to showcase the seamless crossover of skills into the dynamic realm of tech design. The parallels between fashion and UX, Service and product design are striking, emphasizing the transferability of my extensive experience.

In the realm of research, both fashion design and UX design demand a profound comprehension of users' goals, behaviours, and context. UX, akin to fashion, underscores qualitative research methods, delving into brand fundamentals and consumer needs.

Just as UX designers conduct competitive benchmarking, fashion designers delve into understanding competitors' strengths and weaknesses before crafting a brand and collection. The utilization of online surveys is another shared practice; while UX designers gather user data, the fashion industry collects insights from daily customer interactions.

Usability testing, a cornerstone of UX design, mirrors the feedback loop in fashion design where garment prototypes are tested on fitting models. Note-taking during usability testing aligns with the fashion designer's practice of jotting down observations during fitting sessions for continuous design improvement.

Affinity mapping, a technique for organizing research data, resonates with how fashion designers compile information into seasonal brand briefs guiding the collection. Analyzing the customer journey in UX design finds its equivalent in the fashion industry, guiding the assortment of a collection based on colour options, style choices, and more.

Addressing flaws and pain points found during research leads to a smooth flow and enhanced user experience, resonating with the flow diagram process in fashion design, aligned with the Customer Journey Map.

Interaction design in UX, through paper prototyping, finds its counterpart in fashion design, where designers start with rough sketches before building a complete collection. The iterative nature of design and problem-solving is shared, with fashion designers creating low-fidelity prototypes in Toile fabrics before final production.

Detailed wireframes in UX design showcase the skeleton and flow of the design, mirroring how fashion designers create technical sketches with fabric, color, and trim details for manufacturers.

The agile approach in UX, combining software development principles with UI/UX design, aligns with the fashion industry's practice of ongoing collections, fostering greater flexibility and a swift response to market changes.

In essence, my extensive background in the fashion industry directly translates into valuable work experience for UX, service, and product design. The skills honed over two decades seamlessly bridge the gap, proving the universality and adaptability of creative design expertise."