

RONALD JNR MCDONALD

Fashion Design Director + Creative Leadership



COVER LETTER

Hi,

My name is Ron Jnr McDonlad

In my late teens, my fascination with fashion flourished as I immersed myself in the vibrant music scene of the early Rave culture, exploring magazines like Face and Sky. It was the pages of ID magazine, however, that ignited a paradigm shift in my perspective, prompting me to blend designer pieces with vintage finds for a unique clash of styles.

My fashion journey began with sketches and designs brought to life by my mother, a sample machinist for esteemed brands like Paul Smith and Barbour. Inspired by Paul Smith's playful British tailoring, Vivienne Westwood's rebellious edge, and Alexander McQueen's unparalleled creativity, I knew my destiny lay in fashion design.

Over my 20-year career, I've honed my craft in menswear fashion, drawing inspiration from industry icons while crafting my signature style—a blend of Scandinavian minimalism with British quirkiness and a rebellious attitude. My time in Scandinavia has instilled in me a holistic understanding of the design process, emphasizing innovative fabrics, meticulous detailing, and forward-thinking silhouettes.

Now, armed with a fresh perspective from my recent education in user experience and my Design Lead diploma from Hyper Island, I'm excited to integrate my fashion expertise with my newfound knowledge of UX and Service design. My journey has traditionally focused on aesthetics, but I am now committed to conscious leadership, diversity, and sustainability initiatives, recognizing their vital importance in shaping the future of fashion.

My dedication to sustainability drives me to implement eco-friendly materials and ethical production methods, ensuring my work contributes positively to a more responsible fashion landscape. Inspired by thought leaders like Alan Cooper and Kees Dorst, I am eager to bring a user-centred approach to my fashion design, focusing on creating meaningful experiences for the end user.

I am genuinely excited to embark on this new adventure, combining my rich experience with a renewed commitment to impactful design. While my CV provides a glimpse into my education and experience, to truly understand my personality and potential as a member of your team, let's skip the formalities and grab a coffee.

Warm regards,

Ron Jnr McDonald