


RONALD JNR MCDONALD

Fashion Design Director + Creative Leadership




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EDUCATION

Google
Fundamentals of Digital Marketing
Aug 2024

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

- Creative Direction
- Brand Building
- Design Management
- Fashion Styling
- Trend Forecasting
- Fabric Expert
- Product Design
- Mens Tailoring
- Colour Expert
- Illustrator
- Figma
- User Experience
- Concious Team building

INTERESTS

- Acoustic Guitar
- Elektronik Music (House beats)
- Collecting Music stuff
- 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 allover prints.

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AMBITIONS

My ambition is to continue succeeding at the highest level in my fashion career. With over 22 years of experience in the menswear industry, I am reentering the field with a fresh perspective and a commitment to innovation and relevance in my designs. I aim to create collections that not only captivate but also contribute positively to the companies I work with, fostering growth that benefits both the organization and its customers.

As a leader who has previously influenced trends and led design teams, I am now placing greater emphasis on conscious leadership, diversity, and sustainability initiatives. My journey has highlighted the importance of collaboration and inclusivity in the creative process, which I believe is essential in today's evolving fashion landscape. Recognizing the urgent need for sustainable practices, I am dedicated to implementing eco-friendly materials and ethical production methods that enhance both the integrity of my work and the industry as a whole.

While I take pride in my past achievements, I am eager to pursue new milestones that will further enrich my career. I believe that embracing change and innovation, while enjoying the journey, will not only shape my future work but also contribute to a more responsible and equitable fashion landscape.

ACHIEVEMENTS

- From a Design perspective the journey with Tiger of Sweden going from a successful Scandinavian brand to an international renowned company.
- Best Menswear designer award from Cafe Magazine 2014 (Tiger of Sweden). • Best Menswear designer award from WGSN 2015 (Tiger of Sweden).
- Working together with The Hives, Mando Diao and Hakan Hellstrom, styling the band's for concerts within the collection or designing custom made clothing for the bands concerts.
- Designing Suits for the Swedish royal family for both H.RH Prince Carl Philip and H.R.H Prince Daniel (Tiger of Sweden).
- Collaborating with London Cloth to design a Tartan inspired by my family name tartan from Skye influenced by Scandinavian wildflowers, hand woven by London Cloth. The tartan I designed is now officially registered as a Tartan designed by me for (Tiger of Sweden).