RONALD JNR MCDONALD

Interdisciplinary Creative Designer
UX / Service Design + Creative Leadershi

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+46 707535573

PROFESSIONAL SUMMARY

Interdisciplinary designer with 20+ years of creative leadership in fashion and a strong foundation in UX, service design, and digital product innovation. Skilled a translating research into actionable design solutions, leading cross-functional teams, and building human-centred experiences. Combines a hands-on design approach with strategic vision to create meaningful, impactful products and services.

EDUCATION

Google Certificate
Google Digital Marketing
Aug 2024

Hyper Island
Design Lead Diploma
June 2023 - June 2024

UX Design Institute
Professional Certificate UI Design
May 2022 - Oct 2022

UX Design Institute
Professional Diploma UX Design
Feb 2021 - Oct 2021

London College of fashion
Costume Design
BA Degree course
Sept 1998 - June 1999

North Glasgow College
Fashion technolgy with Design
Higher National Diploma
Sept 1995 - June 1998

WORK EXPERIENCE

The Duke - June 24 - 2025
Founder & Design Director

•Founded the brand and established its creative and digital vision, integrating UX principles to enhance e-commerce and social presence.
•Led prototype development, user-testing concepts, and visual storytelling through campaigns, including original music production (The Duke Copa Mix).
•Developed brand strategy, business plan, and investor presentations to communicate vision and direction.

Sustie - April 2025 - June 2025
UX Research / Product Design Intern Remote

• Designed a digital service enabling fashion brands to meet sustainability regulations and source ethical materials.
• Conducted global research and interviews with 10+ sustainability professionals, translating findings into actionable design solutions.
• Conducted in-depth research, including global sustainability legislation and interviews with over 10 industry professionals, identifying key challenges faced by sustainability officers in fashion brands..
•Created three Figma prototypes, including:

Key deliverables
• Sustie Dashboard: Supplier connection and collaboration platform
• Sustie Path: Journey map guiding sustainable compliance.
• Email Automation System: Streamlined supplier transparency reporting.

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CREATIVE SKILLS

- Creative Direction
- Brand Building
- Design Strategy
- Visual Storytelling
- Trend Forecasting
- Product Thinking

DESIGN TECHNOLOGY

- Figma / Adobe Illustrator / Canva
- Wireframing / Prototyping
- Usability Testing
- UI / Web Design
- Agile / Iterative Design
- UX Design & Research

INDUSTRY KNOWLEDGE

- Sustainability & Circular Design
- User Research & Insight Analysis
- Product Development Lifecycle
- Team Leadership & Mentoring
- Brand Strategy & Research
- Digital Transformation
- E-commerce

WORK EXPERIENCE

Premium Black (Bestseller) Denmark June 2016 - Aug 2021
Creative Design Manager - Bestseller (Premium black label)

- Directed the creative vision and design for the Premium Black line while mentoring and managing a design team.
- Applied iterative, research-driven processes to collection and product design, ensuring brand consistency and market relevance.
- Mentored and led a team of designers, fostering innovation and growth..
- Built trend forecasts, colour boards, and visual assets using Illustrator and Canva.

Tiger of Sweden - Stockholm, Aug 2007- April 2016
Head of Menswear (Design Director) - Tiger of Sweden Black label)

- Led menswear creative direction and collection strategy, modernising the brand's tailoring identity.
- Introduced slim-fitted stretch suits, establishing a new international hallmark for Tiger of Sweden..
- Directed material development, colour strategy, and styling for international fashion shows and campaigns.
- Developed seasonal fashion trends and colour cards to support the creative and production process.
- Represented the brand in media, speaking to TV and magazine outlets to communicate brand vision and collections.

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Hennes & Mauritz- Stockholm, Sept 2001- Aug 2007
Concept Designer / Product designer/ Design Assistant

- Responsible for all product groups, overseeing design development from concept to production.
- Managed concept-to-production design across multiple product groups, integrating research insights into technical sketches and collection planning.
- Managed design across multiple product groups from concept to production.

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INTERESTS

- House Music Production
- Acoustic Songwriting
- Electronic Beats
- Football
- Cycling
- Books (Sci - fi)
- Movies and Soundtracks

WHAT CAN I DO FOR YOU

With over 20 years of experience in fashion design and recent professional training in UX Design, Research, and Product Design, I bring a unique interdisciplinary approach to problem-solving.

User-Centred Innovation
Whether refining a brand's core identity or enhancing a digital product's user journey, I excel at research-driven design, ensuring every decision aligns with both business objectives and user needs. I love exploring what people truly need and crafting creative solutions that make a design genuinely better, not just shiny for the sake of being shiny.

Strategic Creative Direction
As a former design director, I have a proven track record of leading teams to create cohesive, trend-driven collections that stand out in competitive markets. I can guide creative teams or consult on product development strategy.

Cross-Industry Adaptability
My background in fashion makes me a natural at visual design, prototyping, and iterative processes, while my UX expertise equips me to handle user research, product design, wireframing, and service design challenges.

I'm ready to apply this blend of creativity, leadership, and research to your organization, helping you innovate and grow in a rapidly changing world.

REFERENCES

Jon Einar Handeland
CEO — Sustie.io

"Ronnie made a significant impact on our carbon management platform for the fashion industry. His passion for design, deep user research, and ability to translate insights into strong, usable wireframes laid the foundation for our product. A talented, resourceful, and genuinely great person to work with."

Robert Wilson
Sales Director, Commercial Product Manager - Tiger of Sweden 2004 - 2019

"I have worked with Ron for all the years he worked for Tiger of Sweden. In his leadership as chief designer, Ron was clear about his ability to create a trend for our existing and new customers in an excellent way. Being creative, commercial, and bold at the same time is one of the many qualities Ron has. I have great respect for Ron's outstanding design qualities. It would be an honour to work with Ron again"