



Anesca MC Swart

Footwear Designer

Date of birth: 18 August 1981
Place of birth: Pretoria, South Africa
Nationality: Dutch
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Strengths

Problem solver Team player
Attention to detail Relationship builder
Persistent & Dedicated Honest & Loyal
Creativity on Demand

Skills & competences

- Fluent in English, Afrikaans & confident in Dutch, learning German
- **Highly effective communicator** with the ability to build and maintain strong relationships
- Can work on **Mac and PC** (Windows)
- **Advanced skills** in Microsoft Office and Adobe design programs
- Able to work as part of a **team or individually**
- Can implement multiple **research tactics** for trend interpretation
- Can create multiple hand-sketch concepts on worksheets quickly
- **Pattern-making**
- Can develop and build **original concepts**
- **Extensive knowledge** of the entire shoe production process
- Excellent management of **costs and materials**
- Hungry to discover and **push design boundaries**

Interests

Tennis Painting Horse-riding
Art History 4D printing Trends
Travelling Interior, automotive & architectural design
Innovation

Circular Values in Design

Education

Tswane University of Technology – Pretoria, South Africa
January 2000 – November 2006
Bachelor Degree in Fashion Design & Technology specialising in Footwear Design
Main subjects: Creative Design, Creative Layout, Pattern making, Grading, Garment Technology, Business Studies, History of Clothing & Footwear, Marketing, CAD design.

Profile

I am a passionate footwear designer with 14 years' industry experience.

I started in this industry by working in a ladies footwear and components factory as a student. Currently I design multiple collections for a footwear manufacturer, while managing projects and communicating with suppliers. I have been able to sharpen my research skills to innovate and build into a quality orientated brand. I understand the processes of making leather, footwear components and different shoe making processes.

My biggest strength is my technical knowledge of pattern-making and hand-sketching multiple design options per model. I work well under pressure, enjoy creating structure and find it exhilarating to work towards a great collection with true commercial value. I am detail-oriented, hold on to important consistencies within the collection build-up, and I do not need to copy other brands.

Employment History

legero united - Graz, Austria
<https://www.legero.com/at/>

May 2019 – June 2021

Title: Senior Designer

Main responsibilities:

- Creative responsibility for general overall design (starting with strategic groups, in the design of soles and uppers, inner parts, material and colour appearance) and visual elaboration of the collection
- Optimisation and further development of the creative process
- Trend analysis: Recognition of international trends on the design, material and colour level, e.g. suggestions of trend agencies, visiting trade fairs, market visits
- Definition of a seasonal Colour Card and Material Concept
- Management of the material portfolio within the prescribed framework and preparation of samples for the purchasing/development team and for suppliers
- Creation of complete concepts for new developments based on the design briefings and development of prototypes
- Design of high-quality and innovative products based on the design specifications and philosophy
- Ensuring timely development in close cooperation with the development department
- Visual responsibility for the correct proportions per size in the framework of the gradation of the models
- Compliance with the design KPIs
- Responsibility for the design handover per season to all relevant departments
- Management and control of internal and external designers, design agencies and freelance designers
- Creative input for trade fair appearances and sales conferences.

Floris van Bommel – Moergestel, The Netherlands

<https://de.florisvanbommel.com/de/home>

November 2010 – August 2018

Title: Footwear Designer

Main responsibilities:

- Design of ladies & mens footwear collections
- Research: visiting fairs, trade shows, tanneries, libraries, scouting trips, online research
- Evaluation and comparison of previous season and current season sales
- Hand-sketching of various authentic concepts within each group (high-end dressing, casual and sports) to create collections
- Communication with component suppliers for selecting and developing of new articles
- Translation of conceptual hand sketches into technical drawings including specification sheets into planning system
- Creating graphics for lasing system
- Refinement of each prototype towards success within its collection – styling, quality & fit
- Finalising and capturing concepts within the collection structure
- Authorising the collection information to product development

- Presenting the collection's samples to sales teams
- Problem solving of manufacturing of prototypes and samples.

Unlimited Sports Group - Amsterdam, The Netherlands

August 2010 – October 2010

Title: Footwear Designer

Main responsibilities:

- Responsible for two brands – Ellesse and Tenson
- Researching fashion trends
- Brand start-up: research on market segment, demographics, product placement in market. Plan, discuss and design collections/ranges
- Outlining full range concepts
- Creating illustrations visualising different colour ways, materials and constructions in Adobe Illustrator
- Creating technical drawings to be used by footwear developers and factories.

Urban Trend Trading – Utrecht, The Netherlands

September 2009 - July 2010

Title: Junior Footwear Designer

Main responsibilities:

- Responsible for four brands – KARL KANI mens & ladies sneakers; Stacy Adams mens sneakers; CXC ladies formal footwear
- Researching urban and sportswear fashion trends
- Creating storyboards and outlines of full ranges
- Working with the head designer on four different brands
- Creating designs and illustrations visualising different colour ways, materials and constructions in Adobe Illustrator
- Creating layout and specification sheets used by factories
- Keeping a library of information and liaising with clothing and graphic designers.

Ackermans Retail Group – Cape Town, South Africa

<https://www.ackermans.co.za/>

May 2007 - October 2008

Title: Junior Footwear Technologist

Main Responsibilities:

- Casual, sneaker and formal footwear for all ages and genders
- Evaluating all prototypes and samples for fitting
- Examining samples to ensure quality standards were upheld
- Making changes to samples to improve footwear quality and fit
- Communicating with all suppliers through email and drawings
- Assisting senior footwear technologist and Ackermans International office in China with all footwear related tasks
- Assisting ladies, mens, girls, infants, and toddlers footwear buyers with better fitting styling possibilities.