

Ingrid Engel

Creative Leader |
Trends | CMF
Senior Graphic
Designer



10+ years of working
experience in the Apparel
industry with a focus in apparel
& footwear specifically in the
Color and Materials Design.

Solid experience in collection &
prints, design & development.

Highly creative with commercial
eye & design trends seeker.
Great experience in supporting
teams.

✉ ingrid-engel@outlook.com

☎ +33 (0) 6 52 43 76 71

EXPERIENCES

Global Colour, Material & Graphic Footwear Designer

Palladium - March 2021 to March 2024



- ▶ Collect, consolidate and shape global trends in order build seasonal themes presented on mood boards with colours, materials and finish proposals.
- ▶ Produce and present global colors strategies to internal teams - design, sales, marketing and top management.
- ▶ Design and develop relevant styles, SMUS and collabs which includes concepting, story-telling, and technical development.
- ▶ Renew carry over styles with materials, colours and finishes to capitalise the value of existing outsoles.
- ▶ Techpacks, prototypes follow up until final validation.
- ▶ Create printed designs, embroideries for the collections
- ▶ Periodic travel to Asia for product development, inspiration and trade shows.
- ▶ Working closely with development, product, marketing and sales team

Founder & Creative Director

WAWOOD STUDIO - Since April 2015 - Lyon - France



- ▶ Main clients: Kenzo Kids, Disneyland Paris, The Bespoke Company Paris, Levi's Kids, Chipie, Lili Gauffrette, Esmod École Lyon, Bellecour École Lyon.
- ▶ Coordinating and communicating with designers, product managers, fabric buyers, developers, photographers, agencies, sales staff.
- ▶ Manage a team of graphic designers
- ▶ Main missions:
 - ▶ Study and research current and future trends, maintain expert knowledge in global design trends, market competition, and retail landscape. Conduct on and off-site to bring new ideas to the brands.
 - ▶ Develop concepts and creative strategies that fulfil the brand's brief and DNA.
 - ▶ Product design + technical files
 - ▶ Allover and placement prints design (screen prints, digital printing, embroideries, applications,..)
 - ▶ Product art direction

Graphic Prints Designer

Carlin Creative Trend Bureau - November 2020 to March 2021 -
Freelancer - Paris - France



Design apparel prints and allover prints for Carlin's women's & men's clients.

Apparel Designer

DISNEYLAND PARIS - February 2018 to March 2021 - Freelancer -
Marne-la-Vallée - France



- ▶ Create mood boards for styling, new shapes, color, material and finishes.
- ▶ Design the women's apparel and accessories collection for the Disneyland Paris store.

Graphic designer

The Bespoke Company - July 2019 to December 2020



- ▶ The company is dedicated to producing customized leather accessories for luxury brands
- ▶ Design patterns for all different luxury brands like La Mer, The Beverly Hills Hotel, Breitling,..
- ▶ Design the product look book (print and digital) and creat mock ups of luxury bespoke products in leather

Senior Jersey Designer

TALLY-WEIJL - October 2011 to November 2013 - Full-time - Paris -
France



- ▶ In charge of designing the jersey basic and fashion collection
9 collections per year (50 refs by season)

- ▶ Preparation of the seasonal fabrics, colours and decorations
- ▶ Design products and focused collection development with a commercial eye.
Handling strike offs/ samples, fittings and approvals
- ▶ Development trips to China and Bangladesh
Inspiration trips to key trendy cities

Graphics Team Design leader

· TOPI SAT EX

Topisatex (circular knit supplier) - October 2009 to September 2011 - Full-time - Madrid - Spain

- ▶ Manage a team of 3 graphic designers
- ▶ Design and present positional prints for jersey products for Spanish brands: ZARA, MASSIMO DUTTI, PULL & BEAR, STRADIVARIUS, BERSHKA. EL CORTE INGLÉS
- ▶ Follow product development in Portugal and China.
- ▶ Working closely with the fabric purchasing team and product managers

SKILLS, LANGUAGES & OTHER PROJECTS

Fashion Lecturer

- ▶ Digital Fashion Art Direction Lecturer
- ▶ Trends Forecasting Lecturer

Knowledge, Skills and Abilities

- ▶ Bold sense of colour
- ▶ Team spirit
- ▶ Strong visual and verbal skills
- ▶ Adobe Illustrator, Photoshop & InDesign
- ▶ Technical knowledge of garment & footwear construction
- ▶ Managing experience
- ▶ Art Direction of photoshoots

Languages

- ▶ Spanish (native)
- ▶ English (fluent)
- ▶ French (fluent)
- ▶ German (intermediate)

EDUCATION

Master in Fashion & Accessories Design

IED MADRID, SPAIN

September 2009 to June 2010

Master in Product Photography

UTADEO UNIVERSITY BOGOTÁ, COLOMBIA

September 2004 to June 2005

Graphic Design

UTADEO UNIVERSITY BOGOTÁ, COLOMBIA

September 1999 to June 2004

PORTFOLIO

FW24 Palladium Volume Up mood board



Website

<https://palladiumboots.fr>