

Evgenia Medvedeva

Location: London, UK

Tel: +44 7392 148798

Email: ceo@em-official.com

Instagram: [@medvedeva_evgenia](https://www.instagram.com/medvedeva_evgenia)

Website: www.em-official.com

PROFILE

A highly motivated and organised individual, able to multitask and cope with workloads. Extremely hard-working and result driven, I constantly challenge myself and push my own boundaries. I am equally logical and creative, so can communicate ideas well both visually and verbally. Never afraid to take initiative, quick learner, very sociable, reliable and supportive.

SKILLS

- Technical (CAD (Illustrator, Photoshop, InDesign); sewing, hand stitching, pattern cutting, photo / video shooting, website and presentation (Adobe) making);
- Conceptual and Aesthetic (strong research and analysis, strong layout and visual representation; attention to detail, STMs mythology of visual research, experimentation, draping, design development, working from 2D to 3D and from 3D to 2D, making a range, drawing, storytelling, concept development, collaging, photo / video editing, making up colour palettes, fabric palettes, strong social media profiles);
- Soft (very high self-motivation and desire to expand knowledge and master skills; strong work ethics, time management and self-organization; consistency, ability to take initiative, quick learner, collaborator and team player);
- Languages (English - fluent, Russian - fluent, Spanish - basic).

EDUCATION

Long courses:

- **London College of Fashion**

(University of the Arts London)

BA (Hons) Fashion Design Technology: Womenswear | 2017-2020

- **London College of Fashion**

(University of the Arts London)

International Preparation for Fashion (Certificate in Higher Education) | 2016-2017

(One of six graduates, who were selected to be tracked throughout the BA course)

- **Linguistic University of Nizhny Novgorod**

BA Theories and Methods of Teaching Foreign Languages and Cultures | 2007 - 2012

(Graduation with honours)

Short courses:

- **Diane von Furstenberg**

Building a Fashion Brand (Masterclass.com) | 2017

- **Marc Jacobs**

Fashion Design (Masterclass.com) | 2017

EXPERIENCE

- **Change of Paradigm - Intern**

Paris/London July 2018 - now

- Creating digital avatar through photo manipulation, collaging, photoshop and hand drawing;
- Pitching ideas;
- Presenting ideas through Adobe Apps (Photoshop, Spark Page).

- **Evgenia Medvedeva - CEO and Creative Director**

Moscow/London 2015 - now

Leading the entire process of creating collections from initial ideas to the runway shows:

- Concept development / research / creating a range;
- Sourcing fabrics / trims / accessories;
- Production control / marketing / collection presentation / sales/ collaboration with press.

- **The Tribe - Creative Director**

London 2017 - now

- Creating mood boards and content for events / social media content;
- Organising creative events (catwalks / dancing / art showcase)
- Scouting talent / Casting talent / Promoting talent.

- **Isedor Investments - CEO's Personal Assistant**

Moscow 2013 - 2015

- Organising events / conducting research for CEO;
- Linguistic support in negotiations (ENG - RUS / RUS - ENG translation);
- Managing corporate teaching (English) within the company.