

VICTORIA OATWAY

TEXTILE DESIGNER

CONTACT

telephone 07811 380205
email bobbieprint@mail.com
address 18 Downland Court
Somerstown
Chichester
PO19 6AQ
website www.bobbieprint.com
instagram @bobbie_print

PROFILE

I am an ever-curious designer, constantly looking for creative new ways to inform my design practice.

A continuing interest in design and art, both contemporary and historical informs my work and provides the foundation for the constant innovation and creativity which my current freelance role requires.

My work is characterised by a versatile design style and an ability to combine hand painted/drawn techniques effectively with CAD packages such as AVA, and Adobe Illustrator and Photoshop.

Working as an in-house designer for over ten years provided me with a sound level of technical knowledge for printed and woven fabric production techniques and experience of working alongside textile mills.

EDUCATION

BA (Hons) Design for Interior Textiles 2:1

University of Wolverhampton
2000 - 2003

TECHNICAL SKILLS

AVA CAD CAM
Adobe Photoshop
Adobe Illustrator
Adobe In Design

WORK EXPERIENCE

Freelance Textile Designer

November 2017 - Present

Predominantly creating a collection of designs suitable for printed and woven fabrics, wallpapers and homewares to be included within an internationally renowned studio portfolio.

Beginning with independent research into current and future trends, my designs are created using a variety of hand painting techniques, in conjunction with AVA and Adobe software.

Once in repeat, I separate and colour each design, ensuring that they are at once innovative, adaptable and technically sound.

I also work on individual design commissions. Projects have included creating original designs and concepts, re-working archive designs and colouring design collections.

Textile Designer

Crimson | May 2017 - November 2017

Working alongside the Design Director, I liaised directly with buyers and suppliers in the UK, USA, India and China.

My role was to interpret external briefs, providing both trend and colour direction as well as creating original embroidered, woven and printed textile home furnishing designs suitable for the intended market.

Effective communication with manufacturers was essential and I was tasked with ensuring that designs, their technical aspects and details were specified clearly and accurately to ensure a smooth path through production.

Print Designer & Illustrator

Bobbie Print | 2015 - Present

I established Bobbie Print as a creative side project in 2015, designing and producing a range of screen and risograph prints and a collection of greeting cards.

My designs have been licenced by King & McGaw, Next and The Novium Museum in Chichester.

Senior Textile Designer

Natasha Marshall Ltd | May 2011 - May 2017

The company not only produced its own in-house fabric and wallpaper collections but also performed consultancy services to a variety of UK and European textile and homeware brands such as Wemyss and Sekers fabrics.

I worked directly with clients when the company's consultancy services were engaged, ensuring that the proposals put forward were not only innovative but also commercially appropriate, technically correct and true to the brand ethos of individual clients.

Effective communication of these new ideas and products to manufacturers and factories was crucial, so clear and concise instructions from me were vital, be it in verbal, written or illustrative form.

I gained experience evaluating woven blankets and printed strike-offs and was accustomed to visiting UK based manufacturers and working on site.

Being a senior member of the studio I was accustomed to working collaboratively with other members of the team and providing guidance and support to the junior members.

The in-house fabric and wallpaper collections followed the intrinsic style and ethos of the Natasha Marshall brand, it was my responsibility to propose concepts and create new collections which advanced the brand and expanded on the current range whilst also retaining a familiarity and the recognisable style that Natasha Marshall was known for.

Textile Designer

Ashley Wilde Group | March 2004 - May 2011

I created concepts and designs for a variety of soft furnishings and home accessories including: bedlinen, ready made curtains, cushions, towels, fabric and wallpaper.

Soft furnishings were predominantly designed for branded bedlinen ranges such as: Kirstie Allsopp, Kylie Minogue at Home, Janet Reger and Zandra Rhodes.

I led the design team who co-ordinated the initial collection of Kirstie Allsopp bedlinen, for the most part these printed designs originated from archival artwork which I was responsible for separating and re-colouring using AVA. From these original starting points I also created co-ordinating printed and embroidered accessories taking the ideas from initial conception through production and specifications to manufacturers to final product.

Ashley Wilde were also awarded the licencing contract for towels and bedlinen for the London 2012 Olympic Games, this provided me with the opportunity to work with external creative assests whose use required the strict adherence to set guidelines whilst also creating products with a fresh and creative look.