

# Kerry Landing

C R E A T I V E C O N S U L T A N T

## CONTACT

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## SKILLS

Team Management  
Leadership  
Design Range building  
Sales analysis  
Range analysis  
Issue resolution  
AVA CAD CAM  
Photoshop / Illustrator  
Microsoft Office

## EDUCATION

Huddersfield University  
2004 – 2008  
2.1 Honours.  
BSC Textile Design  
Inclusive of a one year  
work placement.

## PROFILE

Experienced Home Textiles Design Manager. Self-motivated, target driven individual with a history of delivering top selling bed linen ranges for high profile UK retailers. Expertise in creation of bedding design and product solutions. High level organisational management and ability to communicate effectively across all teams, product development, merchandising, sales etc. In my recent position I have advanced these attributes whilst analysing and developing stronger design models.

Now available to support your company as a creative consultant.

## PROFESSIONAL EXPERIENCE

- 2010 - 2023**     **Design Manager** (2018 - 2023)     **Sadaqat Global Limited**
- My role is to head up a UK design team, servicing high profile retailers and Sadaqat's own brand, Sleepdown. Utilising my knowledge of commercial design to develop ranges based on my analytical research to better enhance a customer design range. Facilitate the completion of highly efficient product designs that will reflect and support the companies goals. Working to specific design briefs and forecasted colour trends whilst meeting costing criteria. Managing a team of up to ten designers, delegating tasks accordingly, providing necessary guidance and motivation, in order to meet customer requirements. Account managing Sadaqat's largest UK accounts and Sleepdown. Travel to global locations to represent Sadaqat design, which includes senior meetings and conventions. Creating critical paths in order to meet the hand over date of products. A high success rate of top selling designs.
- Acting Design Manager** (2016 - 2018)
- Managing the design studio in the design manager's absence during maternity leave, including full responsibility for all UK accounts. As well as the management of designers work load and distribution of artwork required.
- Senior Designer** (2010 - 2016)
- Providing point of contact with clients and factories. Creation of forecasted trend boards for design inspiration purpose. Designing collections specific to forecasted trends for leading UK retailers. Completion of detailed briefs ready for factory production. Attaining a technical knowledge of the manufacturing process of design techniques and materials. Account Management.
- 2008 - 2010**     **Designer**     **Character World**
- Designing collections for home textile products specific to retailer. Developing artwork ready for factory production, understanding factory limitations to achieve the best possible design prospects. Contacting Licensors for their perspective and recommendations on character artwork and colour limitations etc.
- 2006 - 2007**     **Student Designer**     **Christy's Wellspun**
- Assisting the bed linen designer manager. Designing collections specific to design briefs for both the Christy brand and UK retailers. Creation of forecasted trend boards for presentation and design inspiration purposes. Responsible for administrative duties including, data filing and stock control within the design studio.

## **KEY ACHIEVEMENTS**

Consistently increased the number of bedding designs sold to UK retailers under my account management per season. If sold design numbers have dipped under the management of other designers I have been brought on board by directors to directly oversee the account in order to increase the sold quantities. This has been completed successfully.

Individual development of designers. Implementation of a training system to nurture and develop individuals. Successfully trained a number of assistant/junior designers into high level senior positions.

My design development has been an integral part of the success of Sadaqats own brand; Sleepdown business. Starting own brand design and leading the design range into the very successful, top market share bedding brand that it is today. Turnover figures not disclosed due to confidentiality.

Securing new business through high level design capabilities and leadership of a team to deliver customer requirements, above and beyond expectations.

Implementing trend and market analysis strategies across the business, in order to ensure Sadaqat continues to be a market leader .

Implementation of a studio activity log. Here each designer would fill out the hours spent each day designing on said customer. This was to determine that the hours spent was appropriate to the selections made and turnover.

## **MANAGEMENT STYLE**

Coaching. Leading a team whilst having continuous interactions to encourage and motivate their development to achieve the best results.

Transformational. Genuine desire to develop employees through empowering and stimulation. This in turn having a positive effect on the employees capabilities and therefore delivering higher standards to the business.

Task-Orientated. Very focused on defined roles and structured processes that ensure the task is being completed to its best possible standard. Plan, prioritise and organise work load to achieve business goals, whilst not interfering with individual creativity.

Caring and compassionate; whilst being authoritative to teach and guide the team to meet my high standards and expectations.

Promote responsibility and independence, whilst offering guidance and support.

Ability to adjust style to suit the business and individual team members needs at any one time, whilst utilising my emotional intelligence.

Positive influence on the behaviour and emotions of the team.