



SHAYNA MYHILL

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shaynamyhill.com

Languages

English • Hebrew • Japanese

I'm a diligent and detail-oriented designer with a unique ability to mix various embellishment techniques. I have a sincere desire to design clothes that make people feel special while still being commercially successful.

I'm an excellent communicator, and work great as both a project manager and team player.

Education

2018

Hand & Lock • London, UK

Diploma Haute Couture Embroidery levels 1, 2 & 3 (tambour needle)

2012 - 2016

Shenkar College of Design • Ramat Gan, Israel
BA Hons Fashion Design

Core skills and abilities

- Designing embroidery and embellishment layouts using digital files and hand-embroidered swatches.
- Specializing in various techniques such as: thread embroidery (machine/ hand), cross stitch, ribbon embroidery, chenille, cutwork, chemical lace, beading, sequins, studding, leather (patchworking, embossing), applique, quilting, battenberg lace, soutache/dori/couching embroidery, and mixing multiple embellishment methods together.
- Adobe Photoshop, Adobe Illustrator, Procreate, InDesign.
- Pattern making, draping.
- Fashion illustration.
- Dying: tie-dye, shibori, marbling, cold, hot, natural, synthetic.
- Screen printing.
- Knitting: hand, crochet.
- Technical drawing.

Achievements

2016 - Honors graduate class 2016.

2015 - Certificate of academic excellence.

2015 - Azrieli Design Award for academic achievements.

2015 - H&M Studio fashion illustration competition finalist.

2014 - Certificate of academic excellence.

2014 - Next Generation Design Award in Women's Fashion for Academic achievements.

Experience

Freelance • Tel-Aviv, Israel Embroidery & Embellishment Designer

Dec 2022 - Present

- Designing digital embroidery and embellishment artwork depending on client's needs; with an emphasis on outerwear, eveningwear and ready-to-wear.
- Assembling artwork packages for client's vendors.
- Hand-embellishing swatches for technique clarity for presentation and vendor packages.
- Building seasonal embroidery presentations depending on client's aesthetics and trend forecasting.

Free People • Philadelphia, PA Embroidery & Embellishment Associate Designer

Apr 2021 - Dec 2022

In addition to my previous tasks, my responsibilities included:

- Collaborating with all design teams on creating original artwork with a focus on jackets and dresses, as well as ready-to-wear, intimates, lounge wear and active wear.
- Working alongside the Special Occasions team on designing multiple top-selling items that became household staples that carry on from season to season.
- Introduced trend presentations for the textiles department, managing the Graphics, Print and Color team's tasks to build seasonal trend forecasts that focused on techniques and collaboration that highlighted the textiles team's expertise and perspective.

Embroidery & Embellishment Assistant Designer

Apr 2019 - Apr 2021

In addition to my previous tasks, my responsibilities included:

- Making physical mock-ups and swatches for presentation.
- Spearheaded building a digital archive for embellishment and trend presentations.

Embroidery & Embellishment Design Assistant

Oct 2017 - Apr 2019

- Assembling artwork packages for vendors.
- Designing creative artwork while adhering to a strict price point.
- Working with Woven Tops, Intimates, Dresses, Lounge and teams on artwork development

Yoshi Zen • New York, NY

Design Assistant

May 2017 - Oct 2017

- Pattern making and constructing toiles.
- Fabric and trim sourcing.
- Custom costume design for Burning Man Performers 2017.

Marchesa • New York, NY

Embroidery Intern

Jan 2017 - May 2017

- Creating embroidery swatches used in Resort 2018 and SS18.
- Embroidery placement for production.
- Embroidery grading for production.