



# 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 and textiles 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 embroidery)

2012 - 2016

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

## Core skills and abilities

- Project management and presentation building.
- Specializing in various techniques such as: thread embroidery, ribbon embroidery, beading, sequins, chenille, cutwork, studding, leather (patchworking, embossing), applique, quilting, battenberg lace, soutache/dori/couching embroidery, chemical lace, cross stitch and mixing multiple embellishment methods together.
- Designing embroidery and embellishment layouts using digital files and hand-embroidered swatches.
- Adobe Photoshop, Adobe Illustrator, Procreate, InDesign.
- AI tools proficiency (MidJourney, Chat GPT, Dall-E, Flux)
- 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.

2014 - Certificate of academic excellence.

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

## Experience

### Freelance • Lisbon, Portugal Embroidery & Embellishment Designer

Dec 2022 - Present

- Designing digital embroidery and embellishment artwork depending on client's needs; with an emphasis on, eveningwear, party wear, intimates, and outerwear and graphics.
- Hand-embellishing swatches for presentation and vendor packages.
- Building seasonal embroidery presentations and trend forecasting for embellishment.
- Interior design: using 3d tools to simulate interior designs, textile matching and interior styling, as well as designing custom wallpaper for interior using AI and illustration tools.
- Custom bridal gowns and accessories design with personalized embroidery and embellishment.
- Designed and constructed a custom gown made from 18k gold for Yvel Jewelry.

### 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.

### 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

- Custom costume design for Burning Man Performers 2017.

### Marchesa • New York, NY • Embroidery Intern

Jan 2017 - May 2017

- Embroidery placement and grading for production.
- Assisted in hand embellishment for NYFW AW17, Bridal 2017 and Met Gala 2017.

### Markus Lupfer • London, UK • Studio Intern

Jul 2015 - Sep 2015

- Hand embellishing for SS16.
- Assembling art boards and trend research.
- Preparing technical flats for production.