

Dominika Szmidt

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SKILLS

Software

WordPress,
Shopify, Cargo,
Midjourney,
Chat GPT,
InDesign,
Illustrator,
Photoshop,
Microsoft
Office,
Marvelous
Designer,
Clo3D

Other

Strong
Numeracy,
Analytical
Thinking,
Problem
Solving, Time
Management,
Attention to
Detail,
Creative Pattern
Cutting, Sewing,
Draping, Hand and
Digital Sketching

AWARDS

**Adidas x Karlie
Kloss x The
Fabricant**
Shortlisted

LANGUAGES

English (Fluent)
Polish (Native)
German (Beginner)

A versatile, technically proficient, multi-skilled researcher and strategist with art direction and design experience. Born in Poland, based in London for many years. Central Saint Martins MA Fashion Communication. London College of Fashion BA Fashion Design Technology.

CAREER TO DATE

Freelance - Fashion Writer

February 2024 - present

Conducted interviews and wrote articles and features within the fashion sector. Demonstrating strong research and interviewing skills to extract valuable insights. Enhanced my critical thinking and editing abilities while managing the project from conception to completion, highlighting my time management skills and capacity to connect with industry professionals.

Stylus - Trend Forecast Researcher

July 2023 - August 2023

Working part-time for a highly regarded global trend research company based in London. Conducted research into five youth style cohorts' evolutions for Youth Style Collective 2024. The reports included lifestyle, engagement preferences, brands, designers, influencers and looks.

MYAMI - Brand Strategist

April 2023 - June 2023

Proposal for a digital fashion company based in Australia working with Central Saint Martins to develop its brands, including a high fashion concept titled Myami. Developed strategic objectives, and defined tone of voice for communication strategy. Analysed trends and data. Assisted with the launch campaign. Worked with the editorial team on content creation.

The Riza - Editorial Intern

August 2021 - April 2022

In-depth research for upcoming issues. Presented findings to the team weekly, aided with story development.

PROJECTS

MYAMI - Art Director

Collaborated with image creators producing visual responses to strategic objectives developed by the brand strategy team. Explored the potential of AI in image creation, and assisted on photo shoots, including studio set-up.

The Fabricant x Karlie Kloss - Art Director

Art directed a motion designer in a digital speculative project for the Adidas x Karlie Kloss competition. Developed a concept, textile design, and digital environment design and led the project throughout.

EDUCATION

Central Saint Martins, UAL - Master of Arts

January 2023 - February 2024

Fashion Communication: Fashion Critical Studies (Merit)

London College of Fashion, UAL - Bachelor of Arts (Hons)

October 2016 - July 2020