

# Alicia Morley

## SENIOR TEXTILE PRINT DESIGNER

- Senior Textile Print Designer with over ten years experience creating original printed textile designs
- Extensive experience creating hand illustrated and painted artwork
- Highly proficient using Photoshop and Illustrator as well as digital painting and illustration
- Excellent organisational skills and vast experience presenting ideas, themes and concepts
- Extensive experience preparing artwork for production - rotary, laser, devoré, batik, digital and sublimation printing
- Passion for art and design with an interest in the creative industries past and present

## Experience

**FOUNDER & TEXTILE PRINT DESIGNER** 2015 - 2020  
Alicia Seal LLC, Irvine, California

### Role and responsibilities:

- Freelance Textile Designer selling at international trade fairs and direct to companies such as TopShop and Anthropologie.
- Excellent organisation and self-management skills.
- Ability to present ideas and concepts to potential buyers and customers.
- Extensive portfolio of design work showcasing a broad range of technical art skills including hand painting and illustration, digital montage and mark making.

**SENIOR TEXTILE PRINT DESIGNER** 2019 - 2020  
FAM BRANDS, Los Angeles, California

### Role and responsibilities:

- Creating original textile print designs for a broad spectrum of in-house and client based women's brands including Marika and Issac Mizrahi.
- Working with Designers and Design Directors creating artwork for CAD presentations.
- Researching new techniques and design trends for upcoming season.
- Troubleshooting any printing production issues with the product development team and designers.
- Advising and helping design team members with solutions to design issues and questions.

**TEXTILE PRINT DESIGNER** 2018 - 2019  
Hoffman Fabrics, Mission Viejo, California

### Role and responsibilities:

- Creating original print design artwork in multiple colour-ways for digital, screen and batik fabrics.
- Mentoring and advising new starters with information and advice regarding design software packages and production processes.
- Presenting ideas, themes and concepts to the Art Director for seasonal direction.
- Self-management and decision making - responsibility for final strike-off decision-making for fabric.

## Education

BA(Hons) Textile Design  
Chelsea College of Art, UK  
2001-2004

BTEC Art Foundation  
De Monfort University, UK  
2000-2001

## Brands

### Fashion Prints

Anthropologie  
Alfred Dunner  
Balance Collection  
Diane Von Furstenberg  
Ellie  
Eddie Bauer  
Issac Mizrahi  
Jessica Simpson  
John Fluevog  
Jude Connally  
Lisa Ho  
Marika  
Modatex Fabric  
Orvis  
Peace & Pearls  
Ralph Lauren  
Sean John  
TopShop  
Three Dots  
Zohba

### Interior/Surface Prints

Chrissie Teigan (Gibson Overseas L.A)  
Gibson Overseas Ceramics  
Hoffman Fabrics  
Hilton Hotel Group  
Ibis Hotel Group  
Indigo Home  
Young's Bars and Hotels  
Yo Sushi  
Zara Home

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## Experience (cont.)

### **PATTERN AND SURFACE DESIGNER**

2013 - 2015

Elegant Clutter, Warwick, UK

#### **Role and responsibilities:**

- Creation of bespoke wallpapers, textiles, artworks and wall sculptures for a wide variety of hotels, bars and restaurants.
- Mentoring of junior members of staff - Photoshop tutorials and explanations of production and creative processes.
- Excellent time management and organisation.
- Collaboration with Project Managers and Design Director/Manager on all projects.

### **TEXTILE DESIGNER**

2006 - 2008

Li & Fung LTD, Hong Kong

#### **Role and responsibilities:**

- Creating textile and t-shirt print artworks for client design projects.
- Clients included JC Penney and Nordstrom.
- Visiting factories and suppliers in China to see production processes.

### **TEXTILE DESIGNER**

2004 - 2006

Circle Line Design, London

#### **Role and responsibilities:**

- Print designer creating original print artwork for sales at Trade Shows and direct to clients.
- Use of different medium - watercolours, acrylic, inks, digital montage and manipulation.
- Attending trade shows to sell artwork and liaise with clients.
- Maintain and back-up catalogue of artwork.
- Preparation of samples for sale at trade-shows.

## About Me

I love visiting galleries, trying out new art techniques and walking my dog. I really love learning languages; my first language is English, I speak French and am currently learning Japanese.