

Carrin Robertson

An experienced Creative with a skillset across
Project Management, Content & Workshop Curation & Visual Design.
Supporting purpose-driven brands and businesses.
Passionate about work with meaning, value and connection.

EXPERIENCE

DESIGN THINKING TRAINER, ICECREAM ARCHITECTURE, REMOTE — AUG 2021—PRESENT

- Direct, design and deliver Workshops in Design Thinking to community groups in rural Ireland. The groups are focused on individual challenges, such as promoting Biodiversity, tackling Climate Change, developing an Arts Centre, or designing sustainable Tourism solutions.
- Facilitate workshops using Google Jamboards and Miro, to involve participants in group exercises using the Design Thinking principles.
- Write workshop content, summaries and reports to support the course journey. Write long-format blog posts and shorter format content to communicate the project across digital and traditional media.

FOUNDER, CASA ÉTHICA, ABERDEEN — OCT 2020—PRESENT

- Founded & created an Ethical Marketplace & Community for 70 Purpose-based brand owners and Artisans to connect, gain support and grow their business.
- Directed and delivered a curated collection of Workshops with Industry Experts to aid growth for brand owners both educationally and financially in a sustainable manner.
- Creative Direction and Brand Development across Digital platforms as well as our own Marketplace Website and Member's Area: <https://www.casaethica.com>
- Wrote an Onboarding Workbook to assist Sellers in uploading their own products along with engaging guidelines to make writing product descriptions easy.
- Devised an understandable Accounts system to keep track of Sales & Book-keeping for ease of End of Year accounts and to plan future financial goals.
- Employed and collaborated with a Web Designer & Developer who's values met with the ethos of our brand. This created the structure & virtual space for the business with considered User Experience.
- Delivered well-written and informative content to drive organic traffic to our site, helping us to create genuine connection with our customers & brand owners.
- Merchandised a collection of products on our website, enabling customers to shop confidently from small businesses.
- Wrote a viable Business Plan to make the task of founding a business logical and manageable

CARRIN@CARRIN-CREATIVE.COM

13 HUTCHEON GARDENS, BRIDGE OF DON, ABERDEEN AB23 8HA
+447824514921

Carrin Robertson

- Administrating and automating tasks to maintain a manageable day-to-day running of the business.

VOLUNTEER DESIGNER, UPAVIM, CIUDAD GUATEMALA — JAN-DEC 2019

- Designed trend-led products with longevity to grow UPAVIMs impact through sales in a US and European Market relevant for the modern and younger customer base.
- Cultivated conversations around Fair Trade practices so women within the cooperative can benefit from opportunities and can speak confidently about their project and understand what gains they can benefit from
- Educating women in digital skills, from the foundations of email writing to Photoshop & Illustrator skills enabling them to have more self-autonomy, confidence and independence in design.
- Collaborated and nurtured connections with traditional textile artisans, and raw material producers to create employment for weavers in rural areas.
- Created design packs for seamstresses and jewellery makers to ensure products maintain consistency and result in considerably less Quality Assurance issues.
- Researched and implemented exportation logistics to stay up to date with tariffs and vital product information for labels for our clients in various importing countries.
- Translated for English-speaking clients and visitors and co-ordinated trips to make their visit enjoyable, safe and easy.
- Mentored a Guatemalan high school student to create visual marketing and develop a portfolio for entry into further education in Graphic Design
- Managed the Design and Production Process to implement a sustainable procedure for all future designs to be run by the Guatemalan Head of Design
- For more details on the Cooperative and Crafts Project: <https://upavim.org/pages/income/upavim-crafts/>

FREELANCE PROJECT MANAGER, MILLINGTON ASSOCIATES, LONDON — 2018

- Project managed Behind Every Great City run of Window Displays for Harrods to visually elevate the story of the Women who run London, from Suffragette to modern day lass (personal side note - this was a dream to work on)
- Bose window installation at Harrods required creative thinking to visually show the sound waves of the speakers in a budget friendly, yet effective way.
- Rapidly turned around a Press Launch for London Fashion week followed by a run of UK regional windows for Aspinall of London's collaboration with designer Giles Deacon.
- Managed a Pop-Up installation for Baublebar at Selfridges

CARRIN@CARRIN-CREATIVE.COM

13 HUTCHEON GARDENS, BRIDGE OF DON, ABERDEEN AB23 8HA
+447824514921

Carrin Robertson

- Project managed all design, prototyping, production and installation on a highly detailed global scheme for Penhaligons Christmas 2018. Co-ordinated all In-Store and bespoke window displays throughout Europe, Asia and the US.
- Consideration of materials and production process to complete projects on time and in budget whilst still bringing joy and wonder.
- Liaised with Account Managers so they could best advise clients on the best solutions for their projects in a clear and knowledgeable way.

PROJECT MANAGER, CREATIVE SERVICES, LONDON – 2014–2018

- Collaborated directly with a range of clients, mostly in British Luxury Fashion and Beauty. Also had the pleasure of working with emerging brands.
- Consistently managed monthly Product Highlights for Clinique. Design and installation of tester stands, exhibition stands and mall sites to cleanly showcase the product and to create a workable space for Clinique Consultants.
- Sourced specialist materials for Tory Burch's Window displays in London and Milan to ensure visual brand consistency with the US stores. Designed solutions to fit with European standards.
- Unique design for Anya Hindmarch's projects. Sourced unusual materials and combined them with traditional techniques to create displays and Press Events ahead of the curve.
- Prototyped creative solutions for Charlotte Olympia, many including mechanical movement for their exciting and joyous displays, including pop-ups at Milan fashion Week.
- Created luxe window schemes for Charlotte Tilbury with consistency in material, colour and finish. By using natural and varied photography of models, the high-end finish allows focus on the models and their natural beauty with and without make-up.
- Created an underwater window scheme with clever use of movement, lighting and graphics for Orlebar Brown at Harrods
- Shared knowledge and trained Junior Project Managers to progress through the company.
- Headed up our Reserach and Development initiative with the UK government.

PRODUCTION ASSISTANT, CREATIVE SERVICES, LONDON – 2014–2018

- Assisted the Production Office with sourcing materials, tools and preparing production information over several departments.

CARRIN@CARRIN-CREATIVE.COM

13 HUTCHEON GARDENS, BRIDGE OF DON, ABERDEEN AB23 8HA
+447824514921

Carrin Robertson

- Recruited a strong team of freelance carpenters and display installers to guarantee smooth and stress-free installations for our clients.
- Coordination of logistics and designation of tasks for smooth deliveries, access to stores and to adhere to all Health & Safety guidelines through completion of relevant RAMS.
- Ran and organised the Company schedule and headed up weekly Production meetings.
- Collaborated with Project Managers for smooth project handovers and to manage production and installation schedules for the teams.
- Designed our social media, alongside creation of our company website as we had zero online presence. This brought the company up to date and created more opportunity for sales.

OTHER EXPERIENCE

- FLAGSHIP VISUAL MERCHANDISER, OASIS, LONDON — 2009—2011
- VISUAL MERCHANDISER, H&M, LONDON — 2008—2009
- VISUAL MERCHANDISER, DEBENHAMS, SOUTHSEA & LONDON — 2006—2008

EDUCATION

University of Portsmouth BA (Hons) Creative Arts with English Literature & Language

A-Levels: English Language A*, English Literature A*, Spanish A* & Chemistry D

SKILLS

- Strong visual design skills developed as a Visual Merchandiser, Interior Stylist and Creative Project Manager.
- Adobe Creative Suite: Illustrator, InDesign & Photoshop, self taught Graphic Designer, utilising my visual skills into Digital Medium
- Content Writing, Travel Writing & Educational writing from a personal viewpoint; writing engaging content, in short form for Social Media captions, full length Blog posts and Essay writing into areas of interest and research.
- Spanish speaker- I enjoy speaking Spanish and communicate well.

INTERESTS

- Cooking fresh and healthy dishes, I like experimenting with new flavours.
- Hanging out with my dog, he's an old Jack Russell rescue pup called Skippy.
- Running with no goal in mind, just to get fresh air and listen to music.

CARRIN@CARRIN-CREATIVE.COM

13 HUTCHEON GARDENS, BRIDGE OF DON, ABERDEEN AB23 8HA
+447824514921

Carrin Robertson

- Watching Latin American & Spanish films & TV.

REFERENCES AVAILABLE ON REQUEST

CARRIN@CARRIN-CREATIVE.COM

13 HUTCHEON GARDENS, BRIDGE OF DON, ABERDEEN AB23 8HA
+447824514921