



Kirsten Morgan Leyland Fashion Designer

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Fashion designer with nine years' experience developing successful multi-product collections across womenswear, menswear, and childrenswear. Experienced in leading the design process from initial concept through to development. Demonstrated track record of building brand-aligned ranges that balance creativity with commercial performance.

Education

- FEDISA Fashion School
Cape Town, South Africa
(2015 - 2017)

Bachelor of Arts in Fashion Design

- Villioti Fashion Institute
Johannesburg, South Africa
(2022)

Certificate in Advanced Garment Construction

Skills

- Market & trend research
- Concept & mood board creation
- Design & range building
- Graphics & print design
- CAD design & development
- Tech pack creation
- Spec sheet development
- Line & order sheet management
- Factory & supplier communication
- Price negotiation
- Delegating tasks to junior designers
- Fabric & trim management
- Lab dip & strike-off approvals
- Critical path oversight
- Sample fittings & approvals
- Quality control
- Apparel & accessories styling

Software

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- macOS & Windows
- Microsoft Office
- Pantone Systems
- Brand Comply
- Procreate

Work Experience

Womenswear Designer | Brand Machine Group

2026 - Present

Design womenswear for **Duchamp** and **USPA**, developing commercially driven multi-product collections across dresses, tailoring, tops, jersey, sweats, knitwear, outerwear, and denim. Own the full product lifecycle from initial concept and market research through sourcing, development, fittings, approvals, and final sign-off. Collaborate closely with suppliers and internal teams to ensure timely deliveries while maintaining brand integrity and high standards.

Womenswear & Unisex Designer | Batra Group

2024 - 2025 (Contract)

Designed womenswear and unisex lifestyle and outerwear collections for **Reebok** and **Hunter**. Delivered cohesive, commercially focused ranges across jersey, sweats, activewear, and outerwear. Worked closely with the head of design, creative director, garment technologists, and product development teams to refine fabrications, and construction. Balanced creative direction with technical and commercial requirements to ensure strong sell-throughs.

Womenswear, Menswear & Childrenswear Designer | Pie 2 Brands

2023 - 2024

Designed multi-category collections for **G-Star Raw**, **UCLA**, and **Lyle & Scott**, spanning loungewear, underwear, accessories, and streetwear. Led concept development and translated seasonal direction into cohesive ranges. Partnered closely with sales teams to ensure product relevance, and oversaw development with a focus on fabrication, trims, and print execution.

Womenswear & Menswear Designer | Studio 88

2019 - 2022

Led womenswear design for **Ellesse**, delivering trend-informed collections grounded in market research and brand heritage. Designed **Volkswagen** apparel and accessories, collaborating with the team in Germany to ensure historical accuracy and brand consistency. Delivered high performing ranges that connected with target audiences.

Fashion Graphic Designer | PEP

2018 - 2019

Designed across multiple categories including womenswear, menswear, childrenswear, homewear, stationery, and accessories. Created graphics and prints aligned with seasonal trends and customer needs.

Fashion Assistant | Marie Claire

2017

Completed a graduate internship supporting editorial fashion projects, styling coordinations, and shoot preparation.