

PROFILE

I am an enthusiastic, organised and focused junior designer with a holistic approach to design. I specialise in creating bespoke styling solutions for retail, publishing and social media with a particular interest in fashion and interiors.

A recent project involved developing a retail space for a collection of local and national businesses with a strong emphasis on ethics and sustainability. My process included creating concept boards, assembling schedules and creating hand-rendered and digital scale drawings and visuals.

I am currently working on a collaborative brief in which I am responsible for creating a variety of graphics and visuals for the branding and marketing of an interior design graduate show, including interior and exterior signage, logo design, and other promotional material. My job also entails planning and creating content for Facebook and Instagram.

CONTACT

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References available on request



EDEN
PARNELL

STYLING
PHOTOGRAPHY
GRAPHICS
INTERIORS

Name:

Eden Leilani Stott Parnell

Date of Birth:

15/12/2000

Home Address:

96 Duchy Drive

Paignton, Devon,

UK, TQ3 1EX

TECHNICAL KNOWLEDGE

- Adobe InDesign, Photoshop and Illustrator
- Microsoft Excel, Powerpoint and Word
- Google Sheets, Google Docs
- AutoCad, Sketchup & TwinMotion
- Technical drawing (Hand & digital)
- Producing a construction pack
- Value engineering
- FF&E & Finishes schedules
- Concept boards/mood boards
- Material boards & material specification
- Photography & Styling
- Trend research: WGSN
- Visual Merchandising & marketing
- Graphic design, logo design and layout
- Textile application: screen printing, sewing, knitting.

ADDITIONAL SKILLS:

- Social media curation
- Working to a brief
- Working to tight budgets and deadlines (time management)
- Team work & collaboration
- Resilience & determination
- Idea development
- Full driving license

BA HONS

INTERIOR DESIGN & STYLING

Predicted: First Class Honours

ART FOUNDATION

TOTNES

Distinction (2020)

A LEVELS

CHURSTON GRAMMAR SCHOOL

Photography: A* (2019)

Textiles A (2019)

Business D (2019)

EXHIBITIONS

- Birdwood House, Totnes - Upcycle Downcycle
- Totnes Art & Design Foundation Course 2020 - Virtual Exhibition

ACHIEVEMENTS

- Girls Year 9 Principal Award
- KEVICC Arts Award
- Invited to Coombeshead Academy for Gifted and Talented Photography Workshop
- Invited to talk about my portfolio and design processes at Shaldon Primary School.

EXPERIENCE & BRIEFS

Glow Up Nail Bar Christmas Window Display

Commissioned to create a Christmas window display for their nail bar. This included an initial site visit to photograph the window and speak with the client about her vision, followed by the creation of a concept board and visual mock-up and final installation. Key skills: illustration, styling, purchasing supplies to a set budget, communication, teamwork and time management.

Helen Round Designs

Commissioned to create a concept for a Spring-themed window display which involved an initial site visit to take the brief and the creation of a concept board. Other elements of the job involved prop shopping and styling to create an outcome that reflected the brand's sustainable ethos. Key skills: styling, product knowledge, communication and teamwork.

JOBS & WORK PLACEMENTS

Ocombe Farm Café - Weekend Barista & Waitress (Summer 2017 - present). Responsibilities: Barista, cashier, customer service.

The Forest & Co - Packing & gift-wrapping Christmas orders, December 2016. Responsibilities: Gift wrapping orders and personalisation of gifts.

Shaldon Primary School - Work placement, July 2016. Responsibilities: Helping with classroom displays and assisting art lessons.

TRAITS

- Eye for detail
- Organised
- Team player
- Good communication skills
- Good customer service skills
- Highly creative
- Passionate & motivated
- Colour specialist
- Perfectionist

HOBBIES & INTERESTS

- Upcycling
- Photography
- Live music
- Paddle boarding
- Fashion
- Styling
- Social media curation

EXPERIENCE & BRIEFS

The Future Design Trade Show (September 21 - March 22) Digital Marketing Director

Our cohort organised and managed a professional industry interior design trade show at The Box, Plymouth.

My roles and responsibilities included graphic design, photo curation and helping to run the social media accounts in order to create engaging promotional content for the event.

Recreation of 'Design Anthology' Magazine (September 21 - January 22) University brief

Creating my own version of *Design Anthology* magazine is some of my best work to date. This brief allowed me the opportunity to develop my styling and graphics skills, as well as my knowledge of design trends. The project was based around forming a trend-prediction and concept, styling multiple photo-shoots, writing a trend report as well as, creating a range of other articles and adverts the style of the original magazine.

Retail Design (February 2021 - January 2022) University brief

Design of retail space for *Wildwood* restaurant in Plymouth's *Royal William Yard*. Creation of an 'umbrella' brand store, bringing together inspiring companies to create a synergistic, immersive, plant-based retail experience, with a strong focus on ethics and sustainability. I was required to create a customer profile, final concept boards, key elevations and perspective visuals, as well as a reflective ceiling plan, material board, and FF&E/finishes schedules.

Hospitality Design (September 2020 - January 2021) University brief

This brief required a redesign of the Plymouth College of Art café space, inspired by fashion designer, Coco Chanel. Research into Chanel's brand enabled me to create an elegant design, with a chic, Parisian atmosphere. The project involved creating a general arrangement, FF&E/Finishes schedules, key elevations, perspective visuals alongside concept and material boards.

