

GET IN TOUCH

✉ phoenixalchemydesigns@gmail.com

PORTFOLIO LINK



SKILLS

- Creative design thinking
- Researcher in adaptable clothing for mastectomy
- Adobe Illustrator & Photoshop
- Technical Drawing
- Pattern Making/ Draping
- Garment Construction
- Fashion Illustration
- Advanced with flat industrial machines and overlocker.
- Hand sewing skills; embroidery/ silk ribbon embroidery, and beading
- Handling fine materials
- Textile dyeing & screen printing

EDUCATION

BA FASHION DESIGN (HONS)

September 2024 - June 2026

Ravensbourne University/ Morley College

RUNWAY CORSETY

May 2025 - July 2025

Morley College

GAUNTLET GLOVE MAKING

May 2025

Morley College

FOUNDATION DEGREE SURFACE DESIGN WITH BOOK ARTS: 2:1

September 2007 - June 2010

UAL: London College of Communication

JOBWISE TRAINING LTD

September 2003 - September 2005

- A1 Awards: Assessing NVQ's Levels 2 & 3 in Call Handling/ Business Administration/ Customer Service.
- Modern Apprenticeship: Business Administration Level 2 & 3.
- NVQ Level 3: IT Technology.

BTEC FASHION DESIGN & PRODUCT DEVELOPMENT: DISTINCTION

July 2000

Lewisham College

CITY & GUILDS DRESS MAKING AND FASHION

July 1998

Lewisham College

HOBBIES

- Paper engineering and book arts
- Kick Boxing
- Dance

Fia Hines

Fashion & Surface Designer

I am an emerging fashion designer with a strong focus on bridalwear and bespoke garment construction. I have a particular passion for working with delicate fabrics, mastering fit and structure, and refining finish details that enhance both elegance and comfort. I bring a professional attitude, meticulous attention to detail, and a genuine enthusiasm for creating garments that balance precision with empathy. I am eager to contribute to a team that values creativity, technical excellence, and an exceptional client experience within the bridalwear and bespoke industry.

WORK EXPERIENCE

FOUNDER/ CREATIVE DIRECTOR

Phoenix Alchemy Design Studio | December 2025 - Current

- Bespoke inclusive bridal design & alterations for mastectomy

FOUNDER/ CREATIVE DIRECTOR

JDA Design Studio DTF Ltd | April 2023 - Current

- Founded and promoted an independent fashion brand through e-commerce platforms.
- Designed and customised apparel and workwear for clients, incorporating original logos, prints, and labels.
- Developed bespoke, paper-engineered 3D gift packaging for personalised customer orders.
- Produced high-quality Direct-to-Film (DTF) prints for both retail and wholesale clients.

BUSINESS ADMINISTRATOR/ RECEPTIONIST

Mothers Inc | October 2023 - Current

- Content creator and strategist for digital marketing
- Stock taking & supply ordering
- Project management & inputting new systems
- Customer service, hospitality, & diary management
- Managing the office client data, and setting up rooms

CREDIT CONTROL/ ADMINISTRATION

Xchangeteam Ltd | May 07 - December 2011

- Chased and managed outstanding invoices, raised and issued duplicates.
- Processed and applied purchase orders to outstanding invoices.
- Performed bank reconciliations and fund allocations using Sage 50 & Sage 100.
- Organised payment schedules, liaised with clients, and resolved disputes.
- Managed accounts payable, prioritising monthly payments and handling invoice queries, reissues, and cancellations.
- Conducted Companies House credit checks to assess client creditworthiness.
- Raised cheques and prepared remittance advice.
- Provided Office Manager cover, handling payroll queries and main reception duties.
- Managed supplier contracts and sourced cost-effective deals for services and supplies.

OFFICE MANAGER

Macfarlane Wilder LLP - Landscape Architects | May 2005 - May 2007

- Travel booking and diary management
- Supplier relationships & negotiations as well as contract management
- Overseeing contract tender application form submission
- Monthly invoicing, data entry into Quickbooks and allocation of funds
- Management of meeting rooms, functions, diaries and subsistence supplies

FASHION ASSISTANT - INTERN

French Connection Head Office Children's Wear | May - June 1999

- Catalogued and entered garment data, including quantities, style/ID codes, factory details, age range, currency, fabric composition, and fabric type.
- Collated tech packs, incorporating yarn colour swatches and trim details.
- Matched and aligned accurate tech sheets with each catalogued garment for production.
- Organised lookbooks and merchandising materials for the *Great Plains* men's and women's collections.
- Prepared finished garments, including steaming and packaging samples for presentation.
- Compiled and verified product information—colours, materials, and specifications—for the children's wear catalogue.