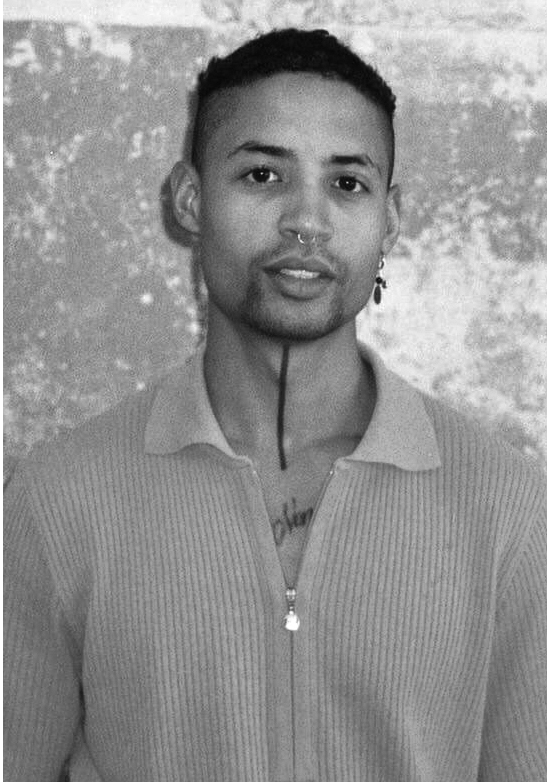


# Joshua Woolford.

Native English with Dominican heritage.  
27.10.1992



## **About:**

My work mainly revolves around research gathered on contemporary (sub)cultures. Identity, belonging and freedom are themes which reappear from project to project in different ways and are expressed through fashion, publication, video or performance. I work to provide an honest representation of my findings through an interesting format and to merge between the different disciplines. Since graduating from the Design Academy Eindhoven in 2016 Cum Laude from the Media and Culture / Man and Communication department, I have worked as a freelance designer at multidisciplinary fashion studio FRISUR and taken part in talks and performances which continue to deepen my understanding and bring new perspectives.

## **Contact:**

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+49 (0) 1794317960

## **Multidisciplinary Creative** *(Arts and Design)*

Working within the areas of  
Communication, Fashion,  
Performance, Media and Culture

## **Skills & Experience:**

**Adobe:** *Illustrator, Photoshop, Indesign, Muse, Premiere pro*

**Microsoft:** *Word, Excel, Powerpoint*

**Apple:** *Final cut pro*

**Print:** *Digital/Offset, Riso, Screenprinting*

**Fashion:** *Illustration, Production sheets*

**Writing:** *Interview techniques, Creative writing and Press releases*

**Photography:** *Digital and Analogue, comfortable working within studio setting*

**Social Media management:** *Instagram, Facebook, Twitter*

**Material processes:** *Fashion (sewing, knitting, patternmaking, tufting) Woodwork (basic joining) Metalwork (welding, bending and finishing iron), Ceramics (slip clay, glazing and plaster moulding)*

## **Education:**

2012 - 2016

**Design Academy Eindhoven**  
Graduated Cum Laude (BA)  
Man & Communication  
/ Media and Culture

2011 - 2012

**Ravensbourne - London**  
Distinction (Diploma)  
3D Design Foundation

2009 - 2011

**Bletchley College**  
A, C, C (A Level)  
Film Studies,  
English Language & Literature  
Psychology

## **Work & Experience:**

### **Fashion / Communication**

**Costume Design** - July 2018

KARMA SHE - Melt Performance

- Creating custom looks for Karma She and her dancers performance at Melt Festival.

**Voo Store** - August 2017 - August 2018 - [Link](#)

Sales assistant

- Taking care of the stockroom and shop-floor to ensure optimal storage and presentation of products, rotating bi-weekly to ensure a fresh experience to customers
- Keeping up-to-date on trends and brand activity in the fashion sector

**HEDON apparel** - June 2016 - [Link](#)

Creative director

- Developed concept and format(s) for HEDON
- Designed and produced whole collection: pattern making, sewing and screen-printing
- Casting and photography for all content and promotional material

**Frisur Clothing** - Sep 2015 - present - [Link](#)

Menswear design Assistant, Freelance Designer, Content Manager

- Assisting the head designer in concept development and development of collection
- Full management of social media channels
- Writing and editing press-releases for collections AW16-SS18
- Presentation of collection to inform distribution agencies, photographers and stylists
- B2B and B2C communications including organisation of orders and managing returns.

### **Media and Culture**

**BBZ** - July 2018 - [Link](#)

Zine and Exhibition guide Design

- Zine and Exhibition Guide design for the BBZ BLK BK: Alternative Graduate Show

**Parts of Pieces** - January 2018

Book design - A retrospective of theatrical performances directed by Jason Danino Holt

**HEDON magazine** - June 2016 - [Link](#)

Creative director

- Designed and produced all material using both analogue and digital photography, photoshop, illustrator, indesign and premiere pro across all social media, web and print
- Conducted, transcribed and edited all interviews

### **Performance / Discussion**

**More Than Wasted** - Van AbbeMuseum, Eindhoven - June 2017 - [Link](#)

An endurance performance exploring the process of disconnecting from reality while clubbing for prolonged periods of time.

**Name Drop** - Habait Theatre, Tel Aviv - June 2017 & January 2018

*Directed by Jason Danino Holt*

A devised quest towards how one's soundtrack is created.

**Birth of a Fetish** - Alte Munze, Berlin - August 2017

A performative installation recontextualizing items of sexual stimulation and reappropriating cultural symbolism.

**Queering Design** - Design Academy, Eindhoven - October 2016

Panel discussion at the Design Academy Eindhoven, Moderated by Gabriel Maher.