

ALEXANDRA OUTERBRIDGE

JEWELRY DESIGNER

Profile

A passionate designer with 10+ years experience in design, production, manufacturing, product innovation, brand and go to market strategy. Skilled in strategic consumer targeted design with a meticulous eye for detail and a love for product creation.

EXPERIENCE

THORNE DYNASTY BY BELLA THORNE

head of Product and Design

Sept 2022 - Present

- Celebrity designed line with a strong focus on designing into core audience demographics while staying true to Bella's style and brand.
- Oversea all aspects from design, creative assets, manufacturing and vendor sourcing and management.

LUCA + DANNI

Head of Product and Design

Feb 2018 - Sept 2022

- Design with a strong focus on go to market design and strategy.
- Oversaw and spearheaded product packaging, card design and creative graphics team with a goal of elevating the sentimental gifting experience.

SHERYL LOWE DESIGNS

Designer

Feb 2017-Feb 2018

- Designed fine jewelry with a focus on dainty statement pieces.
- Designed Men's line for Mr Lowe by Rob Lowe.

DOGEARED JEWELRY

Head of Majors

Feb 2014-Feb 2017

- Designed and oversaw all jewelry and packaging for major accounts
- Created off shoot brand capsule collection for Target stores.

FREELANCE DESIGNER

Designed collections at various times for: MantraBand, Soko Jewelry, celebrity one off jewelry drops, Duty Free Shops



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EDUCATION

SECONDARY SCHOOL

The American School in London

BACHELORS DEGREE

University of Miami, FL

SKILLS

- Sketching
- Painting
- Mood Boarding
- Design Thinking
- Trend Forecasting
- Photoshop
- Illustrator
- Wire wrapping
- Jewelry assembly
- Art direction
- Graphic design
- Verbal and written communication
- Digital Marketing
- Team management
- Design Strategy
- Leadership