

CURRICULUM VITAE

Claudia Hagn

Design For Textile Dreams

SPECIALIST FOR
GRAPHIC &
WEAVING TECHNOLOGY
& MARKETING & SALES



ABOUT ME:

My professional basis is graphic design & programming of Jacquard machines to create high quality fabric collections for the international textile industry. Since the beginning of my self-employment, I have also supported these customers in the area of marketing and sales. Through my own branding, a patent application and through my permanent position as General Manager Europe Sales in an Indian company, I have been focusing on marketing, branding & sales since 2008. My DNA for graphics and weaving technology has remained unaffected.

CORE COMPETENCIES:

Graphics & Programming

Texture Technology

Weaving Technology

Marketing/Branding

Brand Development

Sales Management

WORK EXPERIENCE:

GRAPHIC & WEAVING TECHNOLOGY

MARKETING, BRANDING & SALES

Freelance work in both areas within my core competences (since 2018)

- Design for Jacquard fabrics, print and layouts
- Collection development home textiles & fashion fabrics
- Colouring
- Yarn selection
- Quality development
- Texture & weaving technique
- Development of technical fabrics
- CAD-Jacquard programming
- Training in textile design and weaving technology
- Trend books and trend consulting
- Themed world creation
- Individual interior concepts

- Target Group Analysis & Marketing Management
- Conception, media planning & brand consulting
- Design, Graphics & Layout
- Logo development & photo & image editing
- Image Creation, Storytelling & Presentation
- Social Media Marketing & Content
- Sourcing Matchmaker & Point of Sale
- Creation of sales documents
- Sales negotiations & consulting
- Trade fair planning & organisation
- Website programming & e-commerce
- Text and report writing

General Manager Europe Sales of the Indian group:
Welspun Global Brands (2 years permanent).

Responsible for bulk business with retailers, hotel chains, airlines, cruise liners & industrial laundries.

- Product developments for terry and bed linen
- Design for textiles and graphics
- Textile technology - Jacquard weaving

- Customer consultations & sales negotiations
- Marketing measures & presentations
- Business plans & budget calculations

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WORK EXPERIENCE:

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MARKETING, BRANDING & SALES

Hagn-Design (17 years self-employed)

Establishment of 2 design studios: The first was founded in Germany. Another followed in Turkey.

- For clients: Graphic design for textiles and layouts
- Textile technology & programming for Jacquard fabrics
- Theme world development
- Own branding & patent application
- International travel to customers and trade fairs
- Personnel responsibility (3 permanent & 11 freelancer)

- Marketing, Branding & Sales for clients and for my own brands (The activities were listed as before.) The individual areas for this were set up accordingly by me and my specialised employees.
- Sales Management for the company WeVoTex B.V.

I was able to successfully place the own brands with Otto Versand, with other well-known retailers and on TV. All related tasks (design, technical implementation onto fabrics, production, purchasing, marketing, website programming, etc.) were carried out by my design studio.

Permanent positions for design and textile technology at the beginning of my career (8 years):

Textile designer for fashion fabrics at
Christian Dierig GmbH (3 years)

Textile designer for terry weaving / studio manager at:
Floringo Frottier GmbH (5 years)

- Design and technical realisation of Jacquard woven fashion fabrics
- Men & Women fabrics - Collection creation
- Design and technique for African damasks

- Design and technical implementation of complex terry fabrics & embroideries
- Production control in the weaving mill
- Employee responsibility

VOCATIONAL SCHOOL DIPLOMA

Textile school MÜNCHBERG
Germany (3 years)

Certificate: "very good" in textile design and weaving technique (jacquard & dobbie). Continuous training through the courage to generate worldwide orders and to familiarise myself locally with new weaving technical areas and markets.

STAYS ABROAD

to work on site or for trade fair visits:

- Turkey
- China
- Paris
- Madrid
- Syria
- USA
- London
- Shanghai
- India
- Spain
- Milan
- Hong Kong
- SA
- Mali & Senegal
- New York
- Mumbai

LANGUAGES

German: C2

English: C1

Spanish: B2

COMPUTER SKILLS

- Word, Excell & open source thereof
- Adobe Photoshop & Illustrator
- Various other image editing programs
- Wix website programming
- CAD for Jacquard machine programming

HONORARY ACTIVITY

Community.Area.Manager and extended board of VDMD e.V. (Association of German Fashion and Textile Designers)