RONALD JNR MCDONALD

Fashion Design Director + Creative Leadeship

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Stockholm, Sweden
https://theduke.se
+46 707535573

PROFESSIONAL SUMMARY

20+ years in creative leadership and menswear design. Skilled in brand building, collection development, campaigns, trend forecasting, and mentoring design teams.

EDUCATION

Google Certificate
Google Digital Marketing
Aug 2024

Hyper Island
Design Lead Diploma
June 2023 - June 2024

UX Design Institute
Professional Certificate UI Design
May 2022 - Oct 2022

UX Design Institute
Professional Diploma UX Design
Feb 2021 - Oct 2021

London College of fashion
Costume Design
BA Degree course
Sept 1998 - June 1999

North Glasgow College
Fashion technolgy with Design
Higher National Diploma
Sept 1995 - June 1998

WORK EXPERIENCE

The Duke - June 24 - 2025
Founder & Design Director

- Founded and defined the brand's creative vision and design DNA.
- Developed brand identity, e-commerce strategy, and social presence.
- Created seasonal collection briefs, colour stories, and trend forecasts.
- Built prototypes and styled vintage garments to communicate concept to investors.
- Produced campaign storytelling through original house music (The Duke Copa Mix) MPC ONE.
- Secured early ambassadors and developed investment materials,brand strategy and seasonal presentations.

Sustie - April 2025 - June 2025
UX Research / Product Design Intern Remote

- Designed a digital service enabling fashion brands to meet sustainability regulations and source ethical materials.
- Conducted global research and interviews with 10+ sustainability professionals, translating findings into actionable design solutions.
- Conducted in-depth research, including global sustainability legislation and interviews with over 10 industry professionals, identifying key challenges faced by sustainability officers in fashion brands..
- Created three Figma prototypes, including:

Key deliverables

- Sustie Dashboard: Supplier connection and collaboration platform
- Sustie Path: Journey map guiding sustainable compliance.
- Email Automation System: Streamlined supplier transparency reporting.

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CREATIVE SKILLS

- Creative Direction
- Brand Building
- Fashion Design
- Styling & Visual Storytelling
- Trend Forecasting
- Concept Development

DESIGN TECHNOLOGY

- Adobe Illustrator / Photoshop
- Figma / Canva / Digita Design
- Wireframing / Prototyping
- Usability Testing / UI Basics
- Agile / Iterative Design
- UX Design & Research

INDUSTRY KNOWLEDGE

- Sustainability & Circular Design
- Product Development Lifecycle
- Supply Chain Awareness
- Team Leadership & Mentoring
- Brand Strategy & Research
- Digital Fashion / E-commerce

WORK EXPERIENCE

Premium Black (Bestseller) Denmark June 2016 - Aug 2021

Creative Design Manager - Bestseller (Premium black label)

- Directed the creative vision for Premium Black, defining a modern, cohesive aesthetic
- Oversaw design from concept through production, managing collections, styling, and campaign creation.
- Mentored and led a team of designers, fostering innovation and growth..
- Built trend forecasts, colour boards, and visual assets using Illustrator and Canva.
- Produced short films to communicate seasonal narratives internally and externally.

Tiger of Sweden - Stockholm, Aug 2007- April 2016

Head of Menswear (Design Director) - Tiger of Sweden Black label)

- Led menswear creative direction and collection strategy, modernising the brand's tailoring identity.
- Introduced slim-fitted stretch suits, establishing a new international hallmark for Tiger of Sweden..
- Directed material development, colour strategy, and styling for international fashion shows and campaigns.
- Developed seasonal fashion trends and colour cards to support the creative and production process.
- Represented the brand in media, speaking to TV and magazine outlets to communicate brand vision and collections.

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Hennes & Mauritz- Stockholm, Sept 2001- Aug 2007

Concept Designer / Product designer/ Design Assistant

- Responsible for all product groups, overseeing design development from concept to production.
- Coordinated design work with design assistants and buyers, ensuring clear communication and workflow.
- Managed design across multiple product groups from concept to production
- Conducted ongoing trend and fabric research to drive product innovation.

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INTERESTS

- House Music Production
- Acoustic Songwriting
- Electronic Beats
- Football
- Cycling
- Books (Sci - fi)
- Movies and Soundtracks

ACHIEVEMENTS

- **Key contributor to Tiger of Sweden's transformation into a globally recognised international brand**
- **Winner: Best Menswear Designer – Café Magazine (2014) and Best Menswear Designer WGSN (2015).**
- **Designed custom clothing for The Hives, Mando Diao, and Håkan Hellström**
- **Created bespoke suits for HRH Prince Carl Philip and HRH Prince Daniel of Sweden.**
- **Collaborated with London Cloth to design a tartan inspired by Scottish heritage and Scandinavian flora officially registered for Tiger of Sweden.**

REFERENCES

Peter Lindblom
Senior Colleague – Head of Design, H&M

"I've had the pleasure of working closely with Ron, and I can confidently say he's an exceptional person both professionally and personally. He brings a rare blend of creativity, strategic thinking, and emotional intelligence to every project. Ron doesn't just focus on the task at hand; he uplifts the team and fosters a collaborative, positive work environment. His ability to shape ideas from vision to execution is impressive, always grounding creative concepts in a clear context and plan. His approach to ideation, planning, and follow-through consistently delivers impactful results. Simply put,
Ron is a top talent and a genuinely great guy."

Anna Ritzen
Product manager - Tiger of Sweden

"Ron has been a big part of my professional life, and I am proud of the great things we achieved together. Weekly meetings, Sales Conferences, Factory visits and Fabric fairs, we always had a lot of fun no matter what we did, and for this I am grateful."