RONALD JNR MCDONALD

Fashion Design Director + Creative Leadeship

www.linkedin.com/in/ron-jnr-mcdonald-33589027/
ronniemc_donald@hotmail.com
Stockholm, Sweden
https://theduke.se/tech
+46 707535573

COVER LETTER

Hi...

I'm Ron Jnr McDonald, an interdisciplinary creative designer transitioning from 20+ years in fashion design to UX, service design, and digital product innovation. With a Design Lead Diploma from Hyper Island and hands-on experience in research-driven product design, I bring a unique blend of creative leadership, human-centred thinking, and entrepreneurial problem-solving.

My experience in fashion has been deeply research-driven: understanding brand DNA, engaging stakeholders, and analysing t rends have been central to crafting collections that resonate. These same principles translate seamlessly into UX and service design, where user insights, iterative prototyping, and journey mapping drive meaningful digital experiences. At Sustie, I led the research and design of a platform connecting fashion brands with sustainable suppliers, producing three high-fidelity prototypes and actionable solutions to real-world challenges.

I excel at:
• **User-Centred Innovation:** Translating insights into design solutions that balance user needs and business goals.
• **Creative Leadership:** Guiding teams and projects with empathy, mentorship, and a strategic vision.
•**Cross-Industry Adaptability:** Applying iterative design, prototyping, and visual storytelling across fashion, tech, and digital experiences.

Alongside my UX work, I've founded and grown The Duke, a creative brand that combines fashion, music, and digital storytelling. This entrepreneurial experience sharpened my skills in brand strategy, campaign development, and audience engagement — all of which complement my design leadership in tech.

I'm open to entry-level or internship opportunities to gain hands-on experience in UX/service design and contribute my interdisciplinary perspective
.
You can explore my work at www.theduke.se/tech and my fashion archive at www.theduke.se. I would welcome the opportunity to discuss how my experience, perspective, and leadership can add value to your organisation.

Warm regards,
Ron Jnr McDonald