



A concept-driven womenswear designer who is always eager to learn and find out how things work and the ideas behind them. I am constantly inspired by traditional culture and customs, yet always increasing my awareness of contemporary art and design. The skills and knowledge that I have gained over the years are adaptable and transferrable in many stages of working in a fashion house, which I believe requires a high appreciation to details and discipline. I am seeking to inspire and to be inspired by being in a creative-professional environment; not only in design department, but also development and production in luxury or high-fashion companies.

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## experience

### dec 2013-sept 2014 populo batik | assistant designer & head of production

Design contemporary batik motifs & built into a collection	Quality control of finished products
Communicate with suppliers & manufacturers for production purposes	Preparing technical information to manufacture sample pieces
Organising deliveries to and by suppliers & manufacturers	Project management (timelines, progress updates, task distribution)
Supervise pattern cutter and tailors	Communicate with clients/customers for custom orders

### mar-jun 2012 erdem | development department intern

Assisting the development of Erdem's Pre-Spring 2013 collection	Studio stock check (fabrics, trimmings)
Producing development toiles	Updating fitting and production notes
Costing	Preparing technical information to manufacture sample pieces.

### jun-sept 2011 michael van der ham | studio intern

Assisting the development of Spring/Summer 2012 collection for LFW	Garment finishings
Producing development toiles	Backstage preparation for LFW
Pattern cutting	

### jul-aug 2010 carmanita special design | studio intern

Textile design and finishings  
Experimenting with Batik Tulis & dyeing techniques

### jun 2006 ghea fashion studio | studio intern

Portfolio archiving  
Completing sketches by the design team

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## recognition

### jun 2013 london graduate fashion week: uca epsom catwalk show

Selected to show my graduate collection at the annual Graduate Fashion Week 2013 in London's Earl's Court representing UCA Epsom. Personally designed and produced the 6-outfit womenswear and accessories collection titled "The Colonisation of the Folk".

### jun 2013 diversity now! own label winner: clothing design category

A competition for fashion students across UK in embracing differences and diversity through fashion. Shortlisted as one out of 12 finalists in March based on the decision of a judging panel, won through further judging process as well as public votes.

### jan 2012 hardy amies: industry collaborative project

Shortlisted for tailoring internship at Hardy Amies. The project entailed a full introduction to traditional and modern tailoring by UCA Epsom in relation to answering a brief set by Hardy Amies followed by a presentation to Claire Malcolm as the house's head designer.

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## education

### 2013 university for the creative arts (uca), epsom, uk

Fashion BA (Hons) (4 Years) 2:1 - Upper Division Awarded  
Excellence in Final Year Dissertation:

"Does Responding to Emerging Markets Affect the Exclusivity of Luxury Brands?"

### 2009 sekolah global jaya

IB (International Baccalaureate). Bilingual Diploma Awarded (English and Indonesian)

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## skills

Operating industrial sewing machine  
Handsewing  
Creative pattern cutting  
Draping  
Basic tailoring

PC and Mac competent  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Microsoft Office  
FinalCut Pro

*"we loved danya's work, we got a real sense of her drawing on her own heritage and combining it with a high fashion aesthetic very successfully. her designs are innovative and classic, we'll be watching out for her."  
- caryn franklin MBE (fashion expert, founder of 'all walks beyond the catwalk')*