

Alyssia Kremin

Creative Design Professional, Buyer and Stylist

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[Alyssia Kremin web profile](#)

[Portfolio: Prop Buyer](#)

Dynamic, innovative freelance Art Director, Stylist and Buyer, with expertise in creating looks for TV and commercials, designing props and décor and showcasing a portfolio of creative design projects embedded in strategic sourcing and buying. With an abundance of creative flair, a methodical project manager with an intuitive approach to translating client vision into captivating design concepts which capture the essence of a brand message or narrative. Passionate about self-expression through innovation, an empowering client manager, instinctively bringing ideas to life from concept to launch based on a foundation of design visualisation and integrating the needs of production companies to engage the mind of consumer, drive client loyalty and deliver a powerful, memorable creative finish to every project.

Career Highlights

Sector expertise: 8+years' experience as an Art Director, Stylist and Buyer for TV commercials, film sets, music videos, short films and stills.

Strategic sourcing: With a clear understanding of fabrics, materials, equipment and finishes, navigating a network of outsourcing partners, construction and craft companies to source furnishings/props at the right price.

Production Company Networks: Delivering over 70 separate projects for different production companies including RSA, Stink Films, OB Management, Toast TV, Nice Shirt Films, Kode Media, Uncommon Creative Studio, Prodigious, Partizan, Armoury London, Vince Media, Indy 8, Minds Eye, Rattling Stick and Ground Ctrl.

Brand projects: Leading design projects for multi-sector, high profile VIP consumer brands including HSBC, Amazon, Converse, H&M, Waitrose, Samsung, Sky QR, Sky Vegas, Made.com, Schweppes and Citroen.

Interior design: Project managed a complete renovation and interior design for personal homes in London and Kent and was approached to manage the interior of Venwood hair salon in Richmond.

Unique design concepts: Exceeding client expectations by fulfilling a 2.5-day project to convert a bite proof suit into a silicone meat suit for a one plus advert. Took control of sourcing and stitching silicone fabric onto the suit, attaching images of meat, hiring 'meat' props and coordinating the creation of meat slabs by a prop maker.

Entrepreneurial spirit: Establishing myself as an accomplished, respected stylist and buyer, representing quality and unique creativity in every project.

Industry networks: Maintaining a high industry profile and building relationships with sought after, respected production companies and media personnel.

Client management: Dedicated to building strong client networks, always adopting a partnership approach to ensure their vision is presented accurately.

International influences: Born in London, raised in Manhattan and the Hamptons, and privileged to have travelled through Europe and India, integrating a wealth of international influences into new creative design projects.

Areas of Specialism

Design management: Props and Set decor Sourcing furnishings Interior Design Measuring Up Hand or digital sketches Creative design Mood boards	Sector knowledge: Photoshoots TV/Media Commercials Film & TV London Prop Houses SFX Houses Construction/ Craft companies Media clients Outsourcing partners	Logistics: Consumer trends Sample preparation Procurement /buying processes Business skills: End to end project lifecycles PO management / Inventory Budget tracking Administration
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Professional Experience

Freelance Stylist & Buyer

2015 - Present

- **Client engagement:** Driving design transformation by transitioning projects across a network of production companies, sourcing houses and high profile brands, diversifying my approach to meet client requirements.
- **Communications:** Facilitating quick interaction/sharing of ideas with support teams and production personnel using interactive mood boards, Keynote and Google docs.
- **Project versatility** A strategic multitasker, embracing a diverse portfolio of creative projects simultaneously, showcasing a natural ability to translate written/verbal ideas into dynamic creative output.
- **Project management:** Leading projects from design stage to procurement and development, adhering to often tight timeframes and restricted budgets.
- **Market analysis:** Showcasing intuitive creative thinking, keeping abreast of new design principles and market trends to visualise and convert concepts into real-life tangibles.
- **Concept creation:** Defining my own structured project design process with the designer/production company to understand the vision and creating a mood board for screen presentation.
- **Finance management:** Building the budget tracker using Apple Numbers/MS Excel to manage expenses/forecasts, projecting cost in line with budgets.
- **Sourcing:** Partnering with specialist providers, prop houses and department stores to identify the right items and negotiate costs,
- **Prop creation:** Adapting sourcing methodologies for prop designs such as managing creation of a perspex plinth or using specialist materials to create one off projects, such as a creating a silicone meat suit for a commercial.
- **Client briefing:** Translating final design concepts with mockups/visual graphics into final client/production company presentations.
- **Customisation:** Embracing and integrating client feedback into projects line with evolving requirements.
- **Production management:** Leading the overall production process by working with the prop house, onboarding graphic artists and commissioning printing.
- **Logistics:** Ensuring safe, secure and timely transportation/collection of props/graphics to the set, providing the required tools and support resources to construct the set efficiently.
- **Team direction:** Leading a team of assistants to manage operational tasks, ensuring every assistant adheres to time frames and task content.

Qualifications

BA (Hons) Illustration, Grade 2: 1, University of Arts (London);

Advanced Art Direction: Training course

Interests

Art: My love of art and creativity is a big part of my life as I thoroughly enjoy creating my own artwork, and keeping abreast of interior design trends.

Furnishings: I thoroughly enjoy attending auctions and antique fairs which provide a wealth of inspiration for new design projects.

Keeping active: Alongside regular fitness activities, I embrace a challenge and enjoy exploring the great outdoors whether it be hiking or light foraging.

Wellbeing: A true family person, I cherish making memories with my children sharing my love of creativity whilst always ensuring we are out and about, exploring the world we live in.