



# CO-FOUNDER OF **str() Designs**



[@designs.str](https://www.instagram.com/designs.str)



[strdesigns.ca](http://strdesigns.ca)

## ***How The Business Began:***

*str() Designs is a partnership business that focuses on creating custom apparel including t-shirts, hoodies and crew-necks. The business began when my friend and I found out that our school's robotics team was interested in purchasing team hoodies that would be worn at events and meetings. Prior to this we were planning on releasing our own line of str() branded clothing however, our vision for our business shifted towards custom apparel for teams and events.*

## ***How The Name Came To Be:***

*Both my friend and I were in computer science class learning Python when we thought of this name as "str" refers to the data type string in programming languages making the name quite unique. String is a perfect way of describing our brand as we deal with string textiles.*

## ***My Roles and Responsibilities:***

*Personally, I handle the majority of the work working every step of the way with the customer until they are completely satisfied. While I'm working on a new order, I apply skills and ideas that I learn in school including, the design process, Adobe Suite skills acquired from my communications technology course, brand marketing in addition to computer science skills to help create an efficient work flow. Below is a list of responsibilities I have.*

## ***My Roles and Responsibilities:***

- *Connect with potential customers and work with them to create a design that meets their requirements.*
- *Create pricing schemes for customers based on order size.*
- *Make sample garments and present them to customers for further revisions.*
- *Manage Instagram account and connect with potential customers.*
- *Manage Online stores (using sub domains) for order fulfillment purposes.*
- *Design branding material using various Adobe Suite applications (Photoshop, Illustrator, After Effects)*
- *Create spreadsheets and manage financial accounts of the business.*
- *Fulfill and deliver orders to customers.*

## ***Fulfilled Orders:***

- *Meadowvale Secondary School FIRST Robotics Team*
- *Tomken Middle School FLL Robotics Team*
- *Ruth Thompson Middle School Musical Costume Department*
- *Meadowvale Secondary School Graduation Hoodies*
- *Meadowvale Secondary School Football Team Hoodies*