

# Dr PAM SAMASUWO-NYAWIRI

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## PROFESSIONAL SUMMARY

I am a Cultural Journalist, Educator, Researcher and Design Practitioner, working in the field of Sustainable Design and Fashion Futures. I have worked with Social Enterprises globally, offering expertise in business mentoring and solving complex sustainability 'violations', by implementing my theory of 'Care in Design', supported by a framework of 'Putting People First'. This model foregrounds an approach that acknowledges cultural awareness and ethical considerations of designers, researchers and organisations working with urban and rural communities, particularly in 'marginalised' areas. The delivery of this model also informs my ongoing body of research which is developing approaches and knowledge around the relationship between sustainability, social innovation and exit strategies in rural and urban design communities. This work further forms the basis of some of my 'key notes' which articulate critical thinking through restorative and regenerative design systems, further exploring Sustainable Design for a curriculum through co-creation. These frameworks also extend to lectures with partners from higher educational institutions globally, exploring the preservation of traditional crafts particularly in the African context. I am an all-round communicator with the ability to write, read, analyse, and interpret the most complex documents and responding effectively to the most sensitive inquiries or complaints. I am looking for a work from home position, or consultancy to an organisation where I can develop new skills building on my existing experience, and where a title is not considered the final definition of who I am, but the starting point.

## KNOWLEDGE & ABILITIES

- An understanding of global fashion accessory trends
- Quality control analysis
- Knowledge of environmental legislation/regulation and policy making
- Knowledge of waste reduction planning
- Knowledge of data collection methods and data analysis
- Capability of project management
- Business development with rural and urban SMEs in Africa and South America
- Development of training materials, marketing strategies & campaigns
- Organisational development and non-profit management
- Knowledge of diverse cultural communities
- Knowledge of community development and processes in artisan communities

## SKILLS

- Good written and communication skills
- Accessory design & pattern design
- Sustainable development
- Rural & urban development
- Curriculum design and development
- Product design
- Project planning and management
- Nonprofits
- Conflict resolution

## **BOARD APPOINTMENTS**

- Creative Africa Nexus
- Grandview Adventist Academy
- Change Maker Africa

## **ACHIEVEMENTS**

- MUUSE x Vogue Talents Vision Award for Best International Emerging Fashion Accessory designer
- Bearer of Vice Chancellor Award for School of Art & Design for Best academic achievement
- Mulberry Accessories Award for Best Directional Collection
- Fashion Designer of the Year (ZIWA)
- Best Research Paper - 'The Rise and Fall of African Fashion'
- Research on Relationship between HIV/AIDS and Domestic Violence- published as a handbook
- Community Journalist of the Year
- ABURY & Harper's Bazaar Design Experience

## **WORK EXPERIENCE**

### **DESIGN**

**Dec 2023- Dec 2025**

**Impact For Travel UNESCO**

**Muan, Botswana**

### **CONSULTANT**

#### **Summary of Duties**

- Research and proposal writing for the MUAN Project
- Facilitating product development training with the MUAN community in BOTSWANA to successfully complete a homeware and handbag collection.
- Using local influences and aesthetics to come up with the product design s
- Facilitating design skills training workshops which will include the use of mood boards, art and craft training and product design using material elements found in the local environment

- Supply chain training to empower the artisans as independent entrepreneurs, expanding their design skills and raising sustainable economies
- Drawing up a work plan and working within an allocated budget of the 24 months
- Producing bi-monthly progress reports

## **DESIGN PRACTITIONER**

**July**

**2014- Date**

**Vanhu Vamwe**

**Creative Director & Co-Founder**

### **Summary of Duties**

- Co-founded a social brand promoting preservation of traditional crafts into modern luxury objects
- Developing accessories that enhance sustainability, without compromising their performance
- Responsible for the ongoing transformation of VV's productive model to enhance more responsible and circular luxury
- Advocating for certification and compliance solutions including environmental practices within our design practices
- Enhancing VV vision of a circular economy where products are used more and are produced from safe and recycled or renewable inputs
- I co-design the creative process from conception through to the final photography process
- I conduct all the brand market research, identifying new trends, materials and techniques
- Collaborating with our artisan community to ensure design development samples are accurate
- Presenting story, mood, color boards, and samples to buyers at showrooms in Paris, Portugal, Berlin and Milan Fashion Week.
- Managing and collaborating with 150 female macrame weaving artisans

## **RESEARCHER**

**I**

**LECTURER**

**April 2015- April 2017**

**Nottingham Trent University**

**Nottingham, United Kingdom**

### **Summary of Duties**

- Researching and collating material from the Pretty Polly company archive
- Drawing up questionnaires
- Transcribing all interviews conducted during the research process Primary Researcher.
- Drawing up Reports and identifying the key project processes
- Developing a strategic work plan in collaboration with the Pretty Polly company addressing best practice
- Creating Project Plan and Business Model Canvas for the best practice models

- Creating Project Work Plans and Budget
- Co-Writing a published paper on '*Place, branding, and heritage: the case of the Pretty Polly hosiery brand*'.
- Course Lecturer for “Sustainability and Design” and “Contemporary Accessories” for 2nd and 3rd year students of the Bachelors in Accessories Design program
- Assisting with supervising dissertations for final year students of the Bachelors in Accessories Design program

## **CULTURAL INTEGRATION & DESIGN CONSULTANT**

**April 2015-**

**April 2017**

**ABURY Foundation**

**Berlin, Germany**

### **Summary of Duties**

- Mapped skills and traditional crafts of artisans in multiple communities in Ecuador, Morocco and Ethiopia
- Working with artisan communities to identify different skillsets and collaborate with them for product development
- Developing and maintaining artisanal partnerships and networks within cultural communities
- Establishing and nurturing the development of relationships with cultural and community leaders in artisan communities
- I conducted needs assessments to identify and develop design and training accessibilities for artisan communities
- Led the design, implementation and monitoring of the Artisan training in Ecuador, Salinas
- Used a variety of teaching methods such as peer to peer discussions, small group workshops and storytelling to share and enhance traditional craft to modern innovation
- Designed training modules for artisans for different project-based activities
- Successfully carried out linkages between rural artisans with global buyers

### **OTHER WORK SUMMARY**

- Seventh Day Adventist Church, Canada - ***Head of Communications***
- Bata Shoe Museum, Toronto Canada- **Accessories Curator**
- Paul Smith, Nottingham, United Kingdom- **Accessories Researcher**
- River Island, United Kingdom- **Handbag Designer Limited Collection**
- Africa Channel, Global- **Fashion Journalist**
- Musasa Project, Zimbabwe- **Information Director**
- Community Newspaper Group, Zimbabwe- **Journalist & Editor**

### **GUEST LECTURES & KEY NOTE SPEECHES**

- Nottingham Trent University Lecture- ***Relationship between Sustainability and Social***

### ***Innovation***

- Loughborough University Lecture- ***Exit Strategies for Rural and Urban Artisan Communities***
- Sheffield University UNIMAKER Conference- ***Collaborating Responsibly with Artisan Communities***
- Goethe-Institut Palestine Lecture- ***Artisanship and Leather Production***
- Africa Fashion Conference- ***The Rise and Fall of African Fashion***
- International Trade Centre Key Note – ***Fashioning the Future: Collective action for African design***
- One Trade Africa Programme Panelist- ***One People, United in Culture, Creating for the World***
- Intra-African trade Fair Egypt- ***Designing for Change: Fashion with a Purpose***
- Berlin Fashion Week Key Note- ***Implementing Sustainable Development Goals in your Fashion Brand***
- UN Assembly Key Note- ***Sustainability and ethical considerations surrounding leather production***
- British Council Key Note- ***Bridging Culture through design***
- KPMG, Germany, Key Note- ***Globalisation and the Fashion Value Chain***
- Segal Family Foundation: Future Summit- ***A creative engagement for change***

## **EDUCATION**

- BA (Hons) Journalism & Communications- Harare Polytechnic College (1997)
- BA (Hons) Fashion Accessory Design- Nottingham Trent University (2014)
- MA in Culture, Style and Fashion- Nottingham Trent University (2016)
- PhD Sustainable Design and Creative Arts- Loughborough University (2020)

## **PROFESSIONAL QUALIFICATIONS**

- **NCFE Certificate** in Marketing, Advertising & Public Relations
- **Certificate** in Fundraising Management
- **Harvard University**- Entrepreneurship in emerging economies

## **COMPUTER PACKAGES**

**Software:** Adobe Creative Suite, MS Office (Word, Access, Excel, PowerPoint)

## **REFERENCES**

To be provided on request