

Paul Productdesign

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Online Portfolio: <http://WebsiteAddress>

Professional Statement:

Creates a dazzling retail environment to dramatically showcase the merchandise. Achieves substantial sales increases across a variety of product lines.

CAREER SUMMARY

Highly successful retail visual merchandiser with a broad range of experience including department stores such as Dillards, Foley's and Lord & Taylor, and brands including Calvin Klein, Chanel, Gucci, Hermes, Krizia and Ungaro. Able to quickly develop a vision of the space and a fresh perspective on how the merchandise should be highlighted.

Winner "Best In Show" for Mikimoto Pearls at the Coture Jewelry Show in Arizona May 2003.

EXPERIENCE

Retail Store ▪ City, ME Visual Merchandising Manager October 2006 – February 2008

Directed the visual merchandising design for the store's expansion into over 200 retail locations. In-Store shops were approximately 10,000 sq. feet, and Retail Store Mega Stores were 25-30,000 sq. feet. Responsible for all visual aspects including merchandising, signage, propping and business development to keep brand identity consistent across all channels.

Product lines included: Home, Petites, Outdoor Living and Women's divisions.

- Plotted out the floorplan of all stores to ensure logical traffic flow.
- Supervised between 5 to 15 people when overseeing a store opening to direct placement and design. Also worked with the team to ensure that they understood the company's overall design vision and learned to instinctively implement it without supervision.
- Created a monthly directive to all stores and District Managers with pictures of the merchandise layout to guide them in completing and maintaining the integrity of the floor set. Used the application In Design to create the materials.

Sales Increases: Petites: 44% ▪ Women's: 71% ▪ Home Collection: 54%.

High End Jeweler ▪ City, ME Visual Merchandising Coordinator March 2003 – March 2006

Accountable for the overall visual presentation of 5,000 sq. feet for their flagship store, representing 50% of the overall available merchandising space. Designed main and secondary table settings from idea to installation. Decided placement of all product and adjacencies as well as setting the priority and seasonal flow of the entire space.

Examples of work available on: <http://WebsitePortfolio>

Product lines included: Home Collections—china, crystal and sterling silver hollowware. Watches, Men's and Women's fine and fashion jewelry, engagement, wedding bands and statement pieces whose category exceeds \$1 Million at the retail level.

- Changed long-standing company beliefs in merchandising presentation. For example, it had been unheard of to mix china and stoneware and remain brand appropriate. Patiently integrated new design strategies into the organization until they became widely accepted.
- Worked closely with team of sales associates to maintain the presentation standards throughout the retail day.

Sales Increases: Tabletop sales: 37% in the first year and maintained that year over year increase through the end of the third year.
▪ Cocktail watches: 23%.

Freelance Solutions ▪ City, ME Freelance Design November 2001 – March 2003

With a budget of \$200K, for 10,000 square feet, created a complete environment to uniquely showcase the bedding and bath designs. For example: Bedding with an intricate floral pattern was placed in an environment of an idyllic flower garden. Responsible for all lighting and product placement. Designs were kept on schedule and within budget.

Product lines included: Bedroom and Bath Collections.

Retail Store ▪ City, ME**Visual Director****April 2000 – November 2001**

Hired to redo the brand when the company's Creative Director left the company. Worked with two other directors to conceptualize, implement and maintain all visual elements and standards of the men's specialty store. Responsible for choosing themes, producing props, signage and other collateral for monthly display installations of 14 windows. Attempted to update the store's demographic from Men 40+ to Men between 20 and 30 years of age.

Product line: Men's Clothing**Retail Store ▪ City, ME****Creative Director****May 1996 – July 2000**

Responsible for the complete visual environment of an upscale women's boutique including merchandising, fixture placement and window design. Directed bi-weekly window displays from concept to completion, fashion coordination and mannequin styling. Also designed advertising campaigns, logos and direct marketing strategies including website development and photo styling.

Examples of work available on <http://OnlinePortfolio>**Product lines included:** Upscale women's clothing and accessories.**VERY LargeRetailStore ▪ City, ME****Regional Visual Merchandising Director****1992 – 1996**

Worked with department and specialty stores within a 6 state radius to develop and elevate the visual image and merchandising aesthetics of VERY LargeRetailStore, and acted as liaison for the New York corporate office and the retailers. Handled the coordination and implementation of weekly window changes, and interior merchandising of the VERY LargeRetailStore store in Dallas, TX. Also worked as a photo stylist for Calvin Klein Jeans in New York City to promote and develop prototype shop as well as rigging and preparing New York showrooms.

- Promoted to Regional Merchandising Director when Calvin Klein saw the store redesigned into quadrants by product line, and was impressed by the efficiency and clarity of the design.

AwesomeDesigners ▪ City, ME**Assistant Visual Director****1989 – 1992**

Freelance firm that worked with specialty retailers including: Chanel, Gucci, Hermes, Krizia and Ungaro. Conceptualized and implemented the window display, mannequin presentation and interior space planning for fixture and merchandise placement. Worked with store owners and managers to maintain budget control and elevate store image. Scheduled and supervised between 2 to 8 employees.

- **Chanel:** A \$3,000 pin went unsold for months in the jewelry case. Sold practically immediately when pinned to the back of a clothed mannequin.
- **Gucci:** Created unique leather goods presentations including a Princess & the Pea design using stacked luggage and a mannequin seated on top.

Product lines included: Leather goods, Accessories.

EDUCATIONUniversity of Universities; B.S. Advertising
State State; A.A.S.

Completed Over 100 Credit Hours