

EXPERIENCE

VM CONSULTANT

alexander wang, june 2021 - november 2021

store opening strategy & execution

- >successfully opened 5 international stores *CHINA, UK, KOREA* (3 FSS, 2 SIS)
- >developed full vm opening strategy, prepared clear itemized guidelines & floor maps for intl teams
- >provided real-time vm support to intl teams via video call & approved final visual setup prior to opening

market & showroom setup R22, S22

- >showroom setup of full R22 & S22 collections for market
- >sample prep, vm setup, prop/plinth display, styled all racks & walls for photo shoot
- >prepared selling doc for sales team

seasonal vm guidelines F21, R21

- >developed seasonal vm strategy via rack stories, accessory stories & mannequin looks
- >styled racks & walls for photo shoot, organized images for seasonal flow from start to end of season
- >prepared & distributed guidebook doc to all global doors

VISUAL MERCHANDISER

alexander wang, january 2021 - june 2021

vm strategy, execution & maintenance

- >managed vm for 42 stores globally *USA, EU, ASIA* (10 DTC, 25 FRANCHISE, 7 SIS)
- >partnered with intl store teams & franchise vm managers to maintain shop standards through monthly vm reports
- >streamlined vm reporting process to bolster communication & enhance visual standards in all regions
- >responsible for all visual department operational & day-to-day needs
- >oversaw all aspects of VM props/tools - lead times, orders/tracking, coordinating with vendors & store teams
- >managed team of visual freelancers

store opening strategy & execution

- >successfully opened 6 international stores *USA, UK, CHINA* (4 FSS, 2 SIS)
- >set up vm-specific operations plan & created templates to streamline remote store openings
- >developed full vm opening strategy, prepared clear itemized guidelines & floor maps for intl teams
- >collaborated with intl teams via video call to provide real-time vm support & approve final visual setup

seasonal vm guidelines F21, R21

- >developed seasonal vm strategy via rack stories, accessory stories & mannequin looks
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market & showroom setup

- >sample prep, vm setup, prop/plinth display, styled all racks & walls for photo shoot
- >prepared selling doc for sales team

nyc flagship vm

- >responsible for weekly floor moves @ AW nyc flagship store

VISUAL COORDINATOR

alexander wang, october 2016 - january 2021

in-store visual displays, collaborations, installations

- >collaborated with the visual team on concepting, mockup & production
- >assisted with material/vendor sourcing & acted as point person from inquiry phase to final installation

seasonal vm guidelines

- >partnered with vm manager to develop seasonal guidelines for all product categories
- >organized seasonal flow of guidelines & prepared guidebook for distribution to all global doors

market & showroom setup

- >supported vm manager & director in sample prep, vm setup & prop/plinth display

vm strategy, execution & maintenance

- >project managed prototype development & all aspects of VM props/tools
- >supported all visual department operational & day-to-day needs
- >assisted in coordinating/communication with all internal departments

EDUCATION

BA in communications-advertising
fashion merchandising minor
texas state university, 2014

SKILLS

PHOTOSHOP * INDESIGN * ILLUSTRATOR * SKETCHUP
WINDOW DISPLAY * CREATIVE PROBLEM SOLVING * TEAMWORK
PHOTOGRAPHY * SOURCING * PHOTO RETOUCHING * ORGANIZATION
PROJECT MANAGEMENT * MICROSOFT SUITE * SPANISH FLUENCY