

JAMES TAYLOR

Lead Visual Merchandiser

Education

Bachelor of Arts in Fashion Merchandising, Fashion Institute of Technology, Graduated: May 2015

Certified Visual Merchandiser (CVM), National Association of Merchandising Professionals, Certification Date: November 2020

Skills

Visual storytelling and display design	
Trend analysis and market research	
Strong knowledge of lighting, color theory, and store layout	
Collaboration with marketing and sales teams	
Excellent attention to detail	

Languages

-  German (Fluent)
-  Spanish (Conversational)

Professional summary

Creative and results-driven Visual Merchandiser with experience in designing and implementing eye-catching product displays that engage customers and drive sales. Skilled in interpreting trends and collaborating with retail teams to execute cohesive brand strategies.

Experience

January 2018 - Now

Lead Visual Merchandiser
Nordstrom

- Lead a team of visual merchandisers to create compelling store displays for high-end fashion brands.
- Analyze sales data and customer feedback to refine visual merchandising strategies and improve experience.
- Design seasonal displays and coordinate product placement to maximize sales during peak shopping periods.
- Provide training and guidance to junior staff on the principles of visual merchandising and store layout.

June 2015 - December 2017

Visual Merchandiser
Macy's

- Designed and installed visually appealing displays for various departments, ensuring alignment with store-wide campaigns.
- Worked closely with marketing teams to ensure displays supported promotional activities and brand messaging.
- Managed store layouts, including fixtures, lighting, and product arrangement, to enhance visibility and customer flow.
- Coordinated product launches, ensuring new merchandise was highlighted in an engaging way.

Volunteer Work

February 2020 - Now

Event Coordinator
New York Fashion Week

- Volunteer role to assist with display setups and event logistics during New York Fashion Week.
- Helped design and implement showrooms to create visually immersive environments that aligned with brand identities.