

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)

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 United States, New York, NY

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.