

VISUAL MERCHANDISING DESIGNER

Reporting to Visual Merchandising Manager

Contact:

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Job Description

About this role:

Creation and design new visual merchandising ideas/projects in accordance with the brand, the trends and the marketing choices to optimise sales and introduce customers to new product.

Play a key role in enhancing the customer experience.

Duties

- Providing creative solutions for Marketing and VM materials, including visual merchandising & display materials (POP, risers etc.), window and festive display, event conceptualization and new gifts for shop opening and special events;
- Prepare technical drawings for all designs;
- Verification of the viability of the project, research of the suppliers, realization of quotation and verification of the budget/timing approval;
- Management of all the production process and set-up through closely working with marketing & retail operation team;
- Translating designs into manuals, update the documents of the previous collection;
- Work closely with our Sales Team to ensure new concept are used consistently and effectively by our markets.
- Conduct regular store visit/works closely with the sales team, to make sure that the brand image and visual merchandising standards are maintained throughout all stores;
- In charge for exhibitions, fairs, special events, company meetings;
- Constantly use and keep updated "Asana" for the creative process and for your daily work in order to have a uniform, effective and efficiently working environment.

Requirements:

- Proficient in Sketchup
- Fluent in both English and Mandarin