

CHRISTOPHER REYES



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Christopher Reyes

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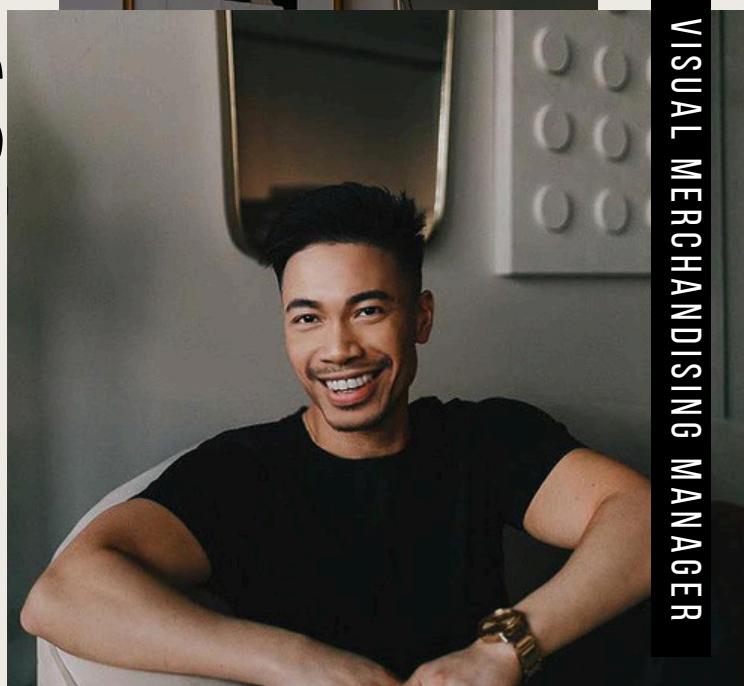
Toronto, Ontario

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FALL 2024



Dear Hiring Manager,

I am excited to apply for the Visual Merchandising Manager position at your esteemed company. With over a decade of experience in visual merchandising and creative direction, I have consistently demonstrated a deep commitment to excellence in retail presentation and brand storytelling. My career has been marked by a relentless drive to innovate, elevate, and perfect the visual experience, ensuring that every product is not just seen but felt by the customer.

In my previous roles, I have successfully spearheaded visual merchandising strategies that have driven significant sales growth and enhanced brand loyalty. My experience spans luxury retail environments, where I have led teams in executing flawless store layouts, product displays, and seasonal rotations. I am adept at creating visual narratives that resonate with diverse audiences, ensuring that each display captures the essence of the brand while meeting commercial objectives.

I have a proven ability to collaborate closely with cross-functional teams, from store management to marketing and buying departments, to ensure that visual merchandising aligns with broader business goals. My leadership style is hands-on and results-driven; I believe in empowering my team members through training and mentorship, fostering an environment where creativity and precision thrive.

My approach to visual merchandising is both strategic and creative. I am passionate about staying ahead of industry trends and constantly seeking new ways to engage customers. Whether it's through innovative use of space, a keen eye for detail, or a deep understanding of customer behavior, I bring a level of expertise that consistently elevates the shopping experience.

I am eager to bring my experience, passion, and vision to your organization, where I am confident I can contribute to continued success and growth. Thank you for considering my application. I look forward to the opportunity to discuss how my background, skills, and enthusiasm align with the needs of your team.

Sincerely,

Christopher Reyes



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VISUAL MERCHANDISING MANAGER



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OBJECTIVE STATEMENT

Passionate and highly experienced National Visual Merchandising and Creative Manager with over a decade of expertise in driving sales and enhancing the client experience through innovative visual strategies and elevated merchandising standards. Committed to maintaining and upholding brand voice, visual consistency, and quality, I bring a relentless dedication to every project. As a Visual Leader, I execute sophisticated and innovative seasonal visual merchandising and interior design campaigns, ensuring each initiative reflects the highest standards of creativity and excellence.

PROFILE

Dynamic Visual Merchandising Manager with over a decade of experience in mid to luxury retail environments, including Hudson's Bay, Restoration Hardware, and Design Within Reach and as a Merchandising Lead with Loblaw co. /PC Home. As a Visual & Creative professional believe in order for your work to truly stand out and resonate, is understanding your customer, the offering a blend of interior design, architecture, fashion, and culture to truly create compelling, strategic, and beautifully relevant visual narratives.

Born into a family deeply immersed in the arts and design, my influences and references are both rich and diverse. With roots in interior design and a certificate in Graphic Design and Visual Communications from OCAD University, my background is further enriched by the invaluable experience of living in Amsterdam, where I was part of a select team leading, training, inspiring and introducing the european market nine new department store destinations from Canada, now in Europe.

EXPERIENCE

FOUNDER & PRINCIPAL CREATIVE

CHRISTOPHER REYES CREATIVE/FREELANCE
| JUL 2022–PRESENT TORONTO, ONTARIO

- Foster strong relationships with retail, wholesale vendors, design & home boutiques and online design communities to promote my brand and strategize potential collaboration, sponsorships,
- Plan, design, and produce an e-commerce platform from the ground up, including custom photography, graphics, and post-editing on all assets.
- Ensure a consistent tone and style across all creative assets.
- Design email marketing materials and social media content, and write shop policies regarding sales, returns, and promotions.
- Design, Photograph, and Produce seasonal release look books to send current and prospect buyers and retailers.

NATIONAL SENIOR CREATIVE MANAGER,

HUDSONS BAY COMPANY + HOME OUTFITTERS | JULY 2015–AUG 2022
CANADA/EUROPE

- Led visual team in developing scalable merchandise strategies across 86 department stores nationwide and 40 Home Outfitters locations, enhancing brand consistency and customer experience.
- Managed international expansion into the Netherlands, overseeing rapid store openings in Amsterdam, Rotterdam, Den Bosch, Maastricht, Den Hague, and Enschede in collaboration with Dutch counterparts.
- Designed and implemented impactful shop signage, environmental graphics, and branding projects, increasing customer engagement and basket size.
- Maintained and updated yearly trend calendars for home commodities, ensuring readiness for new rollouts, product launches, and merchandising deadlines.
- Re-standardized visual directives across all home departments to ensure consistency and clarity in visual merchandising.
- Directed creative direction for seasonal displays including strike zones, main aisle tables, out postings, vignettes, and window displays, aligning with corporate marketing campaigns.
- Produced and executed in-store seasonal floor sets on time and within budget.
- Styled photoshoots, TV appearances, media features, and catalogs in collaboration with agencies.
- Designed and produced custom creative assets for corporate events, designer galleries, and Presidential Dinners.
- Traveled extensively for trade shows, store openings, and renovations across Canada and Europe, maintaining brand standards and visual presentation consistency.

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EXPERIENCE

VISUAL MERCHANDISING DIRECTION - TEAM LEAD

LOBLAWS CO. | JOE FRESH HOME/ PC HOME
AUG 2014-JUL 2015

TORONTO, CANADA

- Spearheaded the development and execution of visual merchandising plans for new product launches, enhancing market presence.
- Develop, Train, Inspire and Lead two seasonal visual merchandisers, Two inline visual merchandisers and one remote field merchandiser.

NATIONAL HOME STYLIST

HUDSONS BAY COMPANY | JUN 2011-AUG 2014

TORONTO, CANADA

- Standardized visual merchandising and styling strategies across all home departments and the Bridal Gift Registry, ensuring a cohesive brand presentation.
- Directed major store renovations, collaborating with in-store marketing and planning teams to design innovative fixturing and layouts.
- Rebuilt the Visual Standards Book, setting best practices

VISUAL & SALES MANAGER

RESTORATION HARDWARE | APR 2009-JUNE 2011

TORONTO, ONTARIO

- lead trained and set out to inspire a team of visual associates between GT gallery locations.
- Worked cross functionally and trained with new york based Market merchant curator and district sales directors.
- Ensured galleries where up to standards based on season.
- Exceeded Sales duties and goals per month.

INTERIOR DESIGN & VISUAL COMMUNICATIONS CO-WORKER

IKEA CANADA | MAR 2008-APR 2009

TORONTO, ONTARIO

- Uphold and maintain every room sets integrity and ensure its floor plan, furnishings, props, accessories and decor are refreshed and as per original plan.
- Ensure that every highlight and display adheres to the ikea showcase lighting standards.
- attend training and courses set out by corporate to ensure knowledge of latest trends and products.

EDUCATION

RYERSON UNIVERSITY
TORONTO, ONTARIO

School of Interior Design
Sept 2004 – April 2007

OCAD UNIVERSITY
TORONTO, ONTARIO

Graphic Design & Visual Communication
(Night school) April 2024 -



VISUAL MERCHANDISING MANAGER

SOFTWARE+APPS

Adobe Creative Suite	Microsoft Office	Canva	Shopify
Adobe Photoshop	Microsoft Powerpoint	Figma	Zoom
Adobe Indesign	Microsoft Excel	Wordpress	Teams
Adobe Illustrator	Microsoft Word	WIX Studio	FLODESK
Adobe Acrobat	Google Cloud	planogram software	
Adobe Express	Google Meet		

HARD SKILLS

- **Visual Communication:** Keen eye for visual communication successes and opportunities.
- **Signage & Wayfinding:** Expertise in creating clear and essential visual prompts for shopper navigation. Creating and developing a brand and demographic appropriate stylistic iconography and visual language used in store for campaigns and promotions
- **Merchandising:** Creating visually appealing store displays and layouts with fresh ideas.
- **Graphic Design:** Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- **Digital Marketing:** Designing brand-specific digital marketing materials like e-blasts and newsletters.
- **Social Content Creation:** Designing, photographing, and filming captivating content for social media.
- **Trend Analysis:** Researching and predicting upcoming trends to keep designs relevant.
- **Project Management:** Planning, executing, and overseeing projects from concept to completion.
- **Brand Development:** Creating and maintaining a cohesive brand identity across all visuals.
- **Photography & Styling** either on my own professional work or in studio for brand.
- **Spatial Design:** Optimizing store layouts and customer flow through spatial planning.
- **Marketing Strategy:** Aligning visual merchandising with promotional activities.
- **Digital & Hand Rendering:** Creating digital mock-ups and renderings of display concepts.

SOFT SKILLS

- **Creativity:** Innovative thinking for unique visual concepts.
- **Leadership:** Inspiring and guiding creative teams.
- **Collaboration:** Effective teamwork with cross-functional teams.
- **Communication:** Clear articulation of ideas and concepts.
- **Attention to Detail:** Ensuring high-quality visual displays.
- **Problem Solving:** Quick identification and resolution of challenges.
- **Adaptability:** Flexibility to changing trends and requirements.
- **Time Management:** Managing multiple projects and meeting deadlines.
- **Customer Focus:** Understanding customer behavior through data and observation to create compelling in-store experiences.
- **Analytical Thinking:** Using data to improve visual strategies.

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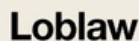
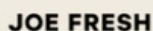
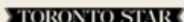
VISUAL MERCHANDISING MANAGER

BRANDS+ BANNERS

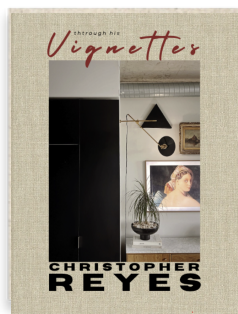
The wonderful brands, studios, publications and designers that Christopher Reyes Design has had an opportunity to partner with in various capacities. Some featured my work, Others I've collaborated with,, publications that wrote about projects I've spearheaded. Thank you for the support.

Chr

-Christopher



PORTFOLIO



VIEW

