

DIRECTOR OF VISUAL MERCHANDISING & RETAIL EXPERIENCE

CHRISTOPHER REYES

28 Eastern Ave
Toronto, Ontario
M5A 0Y2

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THE FIKA COMPANY

40 King St W,
Toronto ON
M5H 3Y2



Dear Hiring Team,

When I read the Director, Visual Merchandising opportunity at FIKA, it immediately resonated with me. Throughout my career, I have been driven by one core belief: exceptional retail experiences are built where creativity, commercial strategy, and customer insight intersect.

Over the past 20+ years, I have led visual merchandising, creative direction, retail design, and customer experience initiatives for some of North America's most recognized retail brands, including Hudson's Bay Company, Home Outfitters, IKEA, Restoration Hardware, and Design Within Reach. My experience spans enterprise visual merchandising strategy, national seasonal campaigns, retail standards, signage systems, store environments, and large-scale execution across multi-store retail networks.

What excites me most about FIKA is the opportunity to build something meaningful within an evolving industry. While cannabis is new territory for me, creating customer-first retail experiences is not. Throughout my career, I have translated business objectives into immersive, commercially successful retail environments that educate, inspire, and drive measurable results. Whether developing enterprise visual standards, leading cross-functional creative initiatives, or designing scalable merchandising systems, my approach has always balanced brand storytelling with operational excellence.

I have built visual merchandising playbooks, developed national execution standards, partnered closely with merchandising, marketing, construction, operations, and executive leadership, and led teams responsible for delivering consistent brand experiences across diverse retail formats. I understand how thoughtful visual strategy strengthens brand equity while improving customer engagement and business performance.

FIKA's entrepreneurial culture and commitment to redefining retail experiences make this opportunity especially compelling. I would welcome the opportunity to bring my background in enterprise retail strategy, visual leadership, and customer experience design to help shape the next chapter of FIKA's continued growth.

Thank you for your time and consideration. I look forward to the opportunity to discuss how my experience and leadership can contribute to the continued success of The FIKA Company.

Sincerely,

A handwritten signature in blue ink that reads "Reyes".

Christopher Reyes





PROFILE

Creative Director and Brand Experience leader with 15+ years of experience developing award-winning retail environments, omnichannel campaigns, experiential marketing initiatives, and branded customer experiences for some of Canada's most recognized retailers and luxury brands.

Recognized for translating business objectives into immersive physical and digital experiences that strengthen brand identity, increase customer engagement, and support commercial performance. Extensive expertise leading cross-functional creative teams, retail marketing initiatives, environmental graphics, visual communications, merchandising strategy, and executive presentations from concept through execution.

CORE EXPERTISE

- Creative Direction • Brand Experience • Retail Design • Environmental Design • Experiential Marketing • Campaign Development • Visual Storytelling • Customer Experience Design • Retail Marketing • Creative Operations • Environmental Graphics • Wayfinding • Executive Presentations • Brand Strategy • Cross-functional Leadership • Product Launches • Omnichannel Marketing • Team Leadership

CAREER HIGHLIGHTS

- Directed creative strategy, brand experience, and retail environments for luxury, fashion, home, and lifestyle brands across North America.
- Conceived integrated omnichannel campaigns combining experiential marketing, digital storytelling, retail design, environmental graphics, and community activation.
- Created immersive customer experiences for internationally recognized brands including CHANEL, Dior, Adidas, Hudson's Bay, Hillberg & Berk, CB2, Timex, and Iceberg Vodka.
- Recipient of the International Housewares Association Award for Hudson's Bay's award-winning Home on 7th retail concept.
- Developed national creative standards, merchandising systems, and customer experience programs adopted across hundreds of retail locations.
- Recognized for building cross-functional partnerships between Marketing, Merchandising, Store Design, Architecture, Digital, Production, and Executive Leadership teams.

EXPERIENCE

ART DIRECTOR (CONTRACT)

ICON VISUAL COMMUNICATIONS . TORONTO . 2026

- Led the creative development of experiential marketing campaigns, branded environments, and integrated customer experiences for luxury, entertainment, hospitality, institutional, and consumer brands.
- **Selected Clients:** CHANEL • MLSE • Fitzrovia • Iceberg Vodka • United States Military Academy (West Point)

KEY ACHIEVEMENTS

- Partnered with high-profile clients to develop strategic creative concepts that strengthened brand identity, enhanced customer engagement, and delivered memorable brand experiences across physical and digital touchpoints.
- Conceived an integrated omnichannel fragrance campaign for CHANEL, combining experiential retail, digital storytelling, community engagement, educational programming, and guerrilla marketing into a unified luxury brand experience.
- Directed the creative revitalization of Michie Stadium, transforming the venue's visual identity and fan experience through immersive environmental graphics, experiential design, placemaking, and branded storytelling.
- Designed branded environments, environmental graphics, wayfinding systems, and experiential activations that translated complex brand strategies into engaging physical experiences.
- Produced executive presentations, concept renderings, mood boards, and visual narratives that secured stakeholder alignment and advanced major client initiatives.
- Collaborated with strategists, architects, designers, account teams, and production partners to deliver integrated creative solutions from concept through execution.
- Managed multiple concurrent projects in fast-paced agency environments while maintaining exceptional creative quality, client satisfaction, and production standards.

SENIOR VISUAL MERCHANDISING & BRAND EXPERIENCE MANAGER

HILLBERG & BERK . CANADA . 2025

Directed national visual merchandising initiatives that elevated the luxury customer experience across retail stores, translating seasonal campaigns into premium in-store environments while strengthening brand consistency and commercial performance.

KEY ACHIEVEMENTS

- Led visual merchandising strategy and execution for seasonal campaigns including Holiday, Mother's Day, Bridal, and key gifting initiatives across the national retail network.
- Developed merchandising standards, display concepts, and visual presentation guidelines that ensured consistent execution across multiple store locations.
- Partnered with Marketing and Creative teams to transform campaign narratives into immersive retail experiences that supported product launches and customer engagement.
- Supported new store openings, refreshes, and merchandising resets while maintaining luxury brand standards and operational excellence.
- Elevated customer engagement through product storytelling, feature presentations, and experience-driven merchandising strategies.
- Collaborated with Retail Operations, Store Leadership, and cross-functional partners to optimize store layouts, visual standards, and the customer journey.
- Produced merchandising directives, visual communications, and execution tools that streamlined implementation across the retail network.

GLOBAL SENIOR CREATIVE & VISUAL MERCHANDISING MANAGER

HUDSONS BAY COMPANY . CANADA . 2015-2024

Directed enterprise visual merchandising, creative operations, and retail experience strategy across Hudson's Bay's national store portfolio, partnering with executive leadership to deliver scalable customer experiences, flagship initiatives, and award-winning retail concepts.

KEY INITIATIVES & ACHIEVEMENTS

- Directed enterprise visual merchandising strategy across Hudson's Bay's national store portfolio, establishing scalable brand standards that elevated customer experience, operational consistency, and commercial performance.
- Partnered with Senior Executives, Vice Presidents, and Divisional Presidents to translate business objectives into enterprise visual merchandising, retail experience, and customer engagement strategies.
- Led visual merchandising strategy supporting Hudson's Bay's European expansion, developing scalable retail standards and rollout programs for international market integration.
- Conceptualized, budgeted, and executed enterprise seasonal campaigns, developing scalable visual merchandising standards, campaign toolkits, and execution playbooks for national implementation.
- Led flagship retail environments, including store transformations, premium shop concepts, environmental graphics, wayfinding systems, and experiential retail initiatives that strengthened brand storytelling and customer engagement.
- Created the national Signature Stripe visual merchandising program and designed Hudson's Bay's Bridal & Gift Registry retail environments and trade show experiences, elevating brand recognition and customer engagement.
- Recipient of the International Housewares Association Award for the award-winning Home on 7th retail concept, recognized for innovation in retail merchandising and customer experience.

CORPORATE TEAM LEAD, VISUAL MERCHANDISING & STORE PRESENTATION

LOBLAWS CO LTD. | JOE FRESH HOME & PRESIDENT'S CHOICE HOME | TORONTO, ON | . TORONTO CANADA . 2014-2015

Developed customer-centric merchandising strategies and seasonal retail experiences for Joe Fresh Home and President's Choice Home, partnering cross-functionally to translate commercial objectives into inspiring shopping experiences that increased basket size, product discovery, and promotional sell-through.

KEY INITIATIVES & ACHIEVEMENTS

- Partnered with Category Managers to develop seasonal promotional strategies, curate product assortments, and translate commercial objectives into customer-centric merchandising experiences.
- Collaborated with Product Development, Buying, and Merchandising teams to influence new product introductions, assortment planning, and planogram execution prior to seasonal launches.
- Worked cross-functionally with Marketing and Public Relations to execute integrated retail campaigns, product launches, and promotional events that strengthened brand awareness and customer engagement.
- Spearheaded the development of a seasonal signage program, revitalizing permanent tabletop fixture programs through the strategic reuse of existing creative assets, significantly reducing production costs while increasing visual impact.
- Developed solution-based merchandising programs that increased basket size through cross-category storytelling, lifestyle merchandising, and occasion-based shopping experiences.
- Led national merchandising execution, mentoring store teams and ensuring consistent implementation of seasonal campaigns, visual standards, and presentation initiatives across multiple store formats.

NATIONAL HOME STYLIST & VISUAL PRESENTATION TRAINER

HUDSONS BAY COMPANY | TORONTO, CANADA | 2009-2014

Developed and executed national visual merchandising programs for the Home division, partnering with Merchandising, Marketing, and Store Operations to elevate the customer experience, support promotional initiatives, and drive consistent execution across the retail network.

KEY INITIATIVES & ACHIEVEMENTS

- Led national visual merchandising standards and presentation tools for Home stores across Canada.
- Designed seasonal merchandising concepts and lifestyle presentations supporting promotional campaigns.
- Developed and delivered visual presentation training programs for store teams nationwide.
- Created Hudson's Bay's Signature Stripe merchandising program and national Bridal & Gift Registry experiences.
- Produced merchandising guides, floor plans, and execution standards to ensure consistent national implementation.

SOFTWARE & PLATFORMS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat) • Figma • Canva • PowerPoint • Google Slides • Shopify • Wix • Asana • Microsoft Office • Google Workspace, BASE44, Bolt, GitHub, Loveable, Replit, Framer Ai,

EDUCATION**OCAD UNIVERSITY** School of Interior Design**RYERSON UNIVERSITY** Certificate in Visual Communications and Graphic Design**PARTNERSHIPS & FEATURED IN:**

SELECT TWO WORKS



THE OMNI CHANNEL SUMMER CAMPAIGN



CLIENT
HUDSON'S BAY

ROLE
SENIOR CREATIVE & VISUAL EXPERIENCE
MANAGER

SCOPE
PARTNERED WITH MERCHANTS TO CURATE A SEASONAL ASSORTMENT AND DEVELOP THE CREATIVE VISION FOR THE SCOOP UP SUMMER CAMPAIGN. LED THE DESIGN AND EXECUTION OF WINDOW DISPLAYS, VISUAL MERCHANDISING, MARKETING COLLATERAL, AND IN-STORE EXPERIENCES THAT TRANSLATED SEASONAL TRENDS INTO AN ENGAGING OMNICHANNEL CUSTOMER JOURNEY.

MY SOLUTION
CREATED A VIBRANT, LIFESTYLE-DRIVEN CAMPAIGN THAT BROUGHT TOGETHER CURATED MERCHANDISE, IMMERSIVE STORYTELLING, AND BOLD VISUAL EXPERIENCES. BY ALIGNING PRODUCT, MARKETING, AND RETAIL ENVIRONMENTS UNDER A UNIFIED CREATIVE DIRECTION, THE CAMPAIGN INCREASED PRODUCT VISIBILITY, STRENGTHENED SEASONAL MESSAGING, AND DELIVERED A COHESIVE BRAND EXPERIENCE ACROSS STORES AND DIGITAL CHANNELS.

KEY CONTRIBUTIONS
CREATIVE DIRECTION • PRODUCT CURATION •
MERCHANT COLLABORATION • WINDOW
DISPLAY DESIGN • VISUAL MERCHANDISING •
RETAIL MARKETING • ENVIRONMENTAL
GRAPHICS • OMNICHANNEL EXPERIENCE
DESIGN

IMPACT
DELIVERED A HIGHLY VISIBLE SEASONAL CAMPAIGN THAT ELEVATED PRODUCT STORYTELLING, INCREASED MERCHANDISE AWARENESS, AND CREATED A COHESIVE CUSTOMER EXPERIENCE ACROSS RETAIL, MARKETING, AND DIGITAL TOUCHPOINTS.

THE OMNI CHANNEL SUMMER CAMPAIGN



MARKETING CAMPAIGN / "scoop up summer"

CHANNELS: - ONLINE + EMAIL + PRINT SUMMER BOOK + INSTORE + MAIL + RADIO

ROLE: LEAD IN STORE HOME COMPLIANCE NATIONWIDE DIRECTIVES

C H R I S T O P H E R R E Y E S

THE OMNI CHANNEL SUMMER CAMPAIGN

HUDSON'S BAY

scoop summer

CHRISTOPHER REYES



CLIENT

Hillberg & Berk

ROLE

Creative Director & Visual Experience Lead

SCOPE

Lead the creative development and execution of a refreshed retail experience for Hillberg & Berk, translating the brand's values of empowerment, craftsmanship, and community into immersive physical environments. Responsible for visual merchandising, store experience design, environmental graphics, seasonal campaigns, and branded storytelling moments that enhanced customer engagement, supported product launches, and elevated the overall in-store experience.

MY SOLUTION

Transformed Hillberg & Berk's retail environment into an elevated, experience-driven destination that celebrated the brand's craftsmanship, community, and modern femininity. Through custom visual storytelling, environmental design, merchandising strategies, and branded focal moments, I created an engaging customer journey that strengthened brand awareness, enhanced product discovery, and encouraged social sharing.

KEY CONTRIBUTIONS:

Creative Direction • Retail Experience Design • Visual Merchandising • Environmental Graphics • Brand Storytelling • Fixture Styling • Customer Journey Design

IMPACT

Elevated the in-store experience, increased customer engagement, and translated the Hillberg & Berk brand into a cohesive physical environment that connected product, storytelling, and community.



THE STACK SCAPE PERSONAL IZATION MADE EXPERIENTIAL, IMMERSIVE & INTERACTIVE . HILLBERG & BERK - 2025

C H R I S T O P H E R R E Y E S



There for women
no matter what

SPARKLE
INSIDE
EVERY STORY

HOME ON 7TH MARKET

CLIENT

Hudson's Bay Company – Home on 7

ROLE

Creative Director & Retail Experience Lead

SCOPE

Led the creative vision and execution of Home on 7, Hudson's Bay's premium home destination, developing immersive retail experiences that unified visual merchandising, store environments, seasonal campaigns, environmental graphics, and customer journey strategy. Directed the creative development of lifestyle-driven merchandising concepts, shop-in-shop experiences, branded storytelling, and omnichannel touchpoints to strengthen the customer experience and support commercial objectives.

MY SOLUTION

Reimagined Home on 7 as a destination-driven retail experience that blended inspiration with commerce. Through creative direction, experiential merchandising, environmental design, and integrated physical and digital storytelling, I developed a cohesive customer journey that elevated the brand, improved product discovery, and created memorable lifestyle moments throughout the store.

KEY CONTRIBUTIONS

Creative Direction • Retail Experience Architecture • Visual Merchandising • Environmental Graphics • Seasonal Campaign Development • Brand Storytelling • Customer Journey Design • Store Experience Design • Shop-in-Shop Concepts • Omnichannel Experience

IMPACT

Established Home on 7 as a premium lifestyle destination by creating a cohesive retail experience that seamlessly connected merchandising, storytelling, and customer engagement. The integrated design approach strengthened brand perception, enhanced product discovery, supported seasonal campaigns, and delivered a scalable visual merchandising framework across the business.



C H R I S T O P H E R R E Y E S







2005 Old Vine
Cabernet Sauvignon

Excellent bottle, beautiful for 14 years.
Appetizingly, succulent and up to the point
lots of wine & berries every component.

Wonderful texture and lots of fruit
flavors. Will continue to
improve with bottle age.







RECENTRE YOUR LIFE EVENT

SHOP REDNERINGS., COLLATERAL, MERCHANDISING AND DESIGN
TORONTO, NATIONAL ROLL OUT



RECENTRE YOUR LIFE EVENT

SHOP REDNERINGS., COLLATERAL, MERCHANDISING AND DESIGN
TORONTO, NATIONAL ROLL OUT

C H R I S T O P H E R R E Y E S













HB LIMITED

EXPOSURE FOR LOCAL
ARTISANS & MAKERS

PRESENT AT THE EXPOSURE IS A COLLECTION OF
LIMITED EDITION FROM LOCAL CRAFTSMEN. THE
LIMITED EDITIONS ARE AVAILABLE IN ALL
COUNTRIES. THE PRICE IS \$100.00. THE
LIMITED EDITIONS ARE AVAILABLE IN ALL
COUNTRIES.



