JULIAN MERCER

VISUAL MERCHANDISER

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PROFESSIONAL SUMMARY

Visual Merchandiser with 7+ years designing window displays, floor sets, and planograms for department store and specialty retail. Turns brand direction into clear store layouts that guide customers, support sales goals, and install on time.

PROFESSIONAL EXPERIENCE

Visual Merchandiser Feb 2024 - Present
Nordstrom, Seattle, WA

- Design and install seasonal window and floor displays for a flagship store, lifting featured category sales 11% during each campaign.
- Created planograms for the women's shoe floor that improved fixture productivity and cut stockroom replenishment trips.
- Trained 20 sales associates on styling standards and display upkeep so sets stayed on brand between weekly walks.

Visual Merchandiser Mar 2022 - Jan 2024
Anthropologie, Philadelphia, PA

- Built handmade window concepts on tight budgets, and two designs were shared with other stores as the model set.
- Reworked the home department layout around customer flow, raising average transaction value by 6% in the following quarter.
- Managed a props and fixtures inventory of 300 pieces, reusing items across sets to save roughly 15% of display spend.

Visual Merchandising Specialist Jun 2020 - Feb 2022
Crate & Barrel, Northbrook, IL

- Executed corporate floor sets across three stores from planogram packets, finishing every reset inside the overnight window.
- Photographed each completed set and sent it to the regional manager, which shortened compliance reviews by about a week.
- Rearranged lighting and signage in the furniture gallery, and store leaders credited the changes with longer browse time.

Sales Associate and Display Lead Jun 2019 - May 2020
Banana Republic, San Francisco, CA

- Dressed mannequins and tables weekly using lookbooks and trend guidance, keeping the front of store fresh for returning shoppers.
- Rebalanced sizes and colours on the wall fixtures twice a week, which reduced customer requests for out-of-stock items.
- Helped open a pop-up shop by sourcing fixtures and building two focal displays in four days.

CORE SKILLS

Visual merchandising | Window displays | Planograms | Store layout | Seasonal campaigns | Mannequin styling | Signage and graphics | Lighting design | Fixture management | Space planning | Adobe InDesign | SketchUp | Budget management | Team training

EDUCATION

B.A. in Fashion Merchandising, Fashion Institute of Technology, New York, NY

CERTIFICATIONS

Visual Merchandising Certificate | OSHA 10-Hour General Industry