

Objective

A key role that utilizes my extensive experience in any or all phases in the process of implementing unique branded environments and experiences. Experiences that require multiple disciplines such as innovative design and materials, engineering, graphics, media, and technology.

Experience

Ovation in Store - July 2017 to December 2023

Industry leader in the design & production of custom Environments/Displays/Fixtures and Digital Signage merchandising programs in luxury retail.

Senior Project Director / Manager

Primary role overseeing complete retail executions from concept design, pricing, timeline, engineering, fabrication, installation & construction, to complex program roll-outs.

- **Principal Lead** for the company's fixture division.
- **Developed** unique custom fixtures and environments for some of the world's most renowned Beauty and Fragrance brands.
- **Oversaw** the entire process from ideation, design, pricing, engineering, fabrication and program roll-outs.
- **Directed** projects for the following clients: **Beauty**: Estee Lauder, Bobbi Brown, Jo Malone, Kiehl's, Shiseido, Cle de Peau, La Mer, Becca, Too Faced, Sulwhasoo, Amore Pacific, Mailin + Goetz, Westman Atelier, and U Beauty. **Fragrance**: Byredo, Chanel, Dolce & Gabbana, Carolina Herrera, Giorgio Armani, Ralph Lauren, Replica, Narciso Rodriguez, and Valentino.

Econoco Corporation - Mondo Mannequins - Insite Advantage - April 2004 to October 2016

Manufacturers of store fixtures and visual displays used in a wide variety of retail environments.

Creative Director

- **Principal Lead** for all projects from inception to completion; responsible for design, budget, schedule and implementation. Primary client contact point.
- **Developed** custom branded fixtures for hundreds of corporate retailers and financial service clients ranging \$12-14M in annual revenue.
- **Designed** stock fixture lines for over 8000 individual SKUs, producing annual revenue of \$6M.
- **Evaluated locations, negotiated, designed, and implemented** the company's NYC showrooms. Also responsible for all aspects of Econoco's tradeshow / showroom programs for 12 years, winning best of show at Globalshop, and NADI.

Interbrand Corporation, New York City - 2001 to 2004

A global brand consultancy of strategic planning, branding and design initiatives to enhance and maintain valuation of client's brands. Offices in 22 countries, 34 cities; hundreds of employees.

Senior Design Director – 3D Division

- **Developed** hundreds of schematic concepts to final implementation based on client's branding and business objectives.
- **Prepared** dozens of proposals, project scopes, timelines, design briefs and presentations
- **Implemented** fabrication, usage guidelines and roll-outs for 8 projects
- **Assessed** and value engineered with 50+ outside consulting services/vendors
- **Managed** 15 member design team

JB+C Design Consultants, New York City - 1991 to 2001

JB+C was a multi-disciplined creative agency with 45 employees who provide branded environment design for the Financial Services Industry. Design tasks include branding/identity development, architecture and interior design, proprietary fixtures, furniture, graphics, standards, documentation, and global implementation.

Director of Fixture Development Services

- **Developed** and applied strategies based on innovative business model for existing and new facilities.
- **Evaluated potential locations and designed** concepts, specifications and implementation retail branded environments for Citibank, First Union, Bank of America, Charles Schwab and Wells Fargo.

Senior Project Manager (International)

- **Implemented** Model Branch programs on location.
- **Trained** local fabricators and consultants internationally for program implementation in USA, Spain, Taiwan, India, UAE, Japan, Australia, Hong Kong, Malaysia, Indonesia, Canada, Argentina, Brazil, Venezuela, Puerto Rico, United Kingdom, Belgium and Greece.
- **Introduced and educated** the division heads of individual countries on how to deliver a complete branded experience that made retail banking a successful business proposition.

Director of Technology Services

- **Introduced** CAD, 3D, animation, web design and graphic communication for project development
- **Established** design and production standards for the firm.
- **Integrated** new technologies as business strategy for internal staff and designers
- **Created** standards practice for consultants worldwide.
- **Hired** and trained technology production staff.

Education and Skills

Bachelor of Science in **Architecture**, University of Maryland 1988

CAD, 3D, Animation and Graphic Design: 3D Studio Max, VRay, AutoCAD, Fusion 360, Adobe Illustrator, Photoshop, InDesign, Premiere
Productivity: Word, Excel, PowerPoint, MS Project, @task

Language Skills: Fluent in English and **Spanish** (native language – spoken and written). US citizen.

Clients and Achievements by Sector

Fixtures, Retail and Corporate Environments

Luxury Beauty and Fragrance: As Senior Project Director at Ovation, I have driven turnkey retail store environments for the world most recognized luxury brands in Beauty and Fragrance. My projects include:

- Latest design concept (from concept development to roll-out) of Giorgio Armani and YSL at all Nordstrom's store locations
- Kiehl's original 13th St. store Heritage Lobby.
- Kiehl's LGA Airport Terminal B store fixtures and digital signage wall.
- Cle de Peau stores at various Bloomingdales, Neiman Marcus, and Macy's locations.
- Chanel stores at Macy's.
- Shiseido's new store design concept at Macy's.
- Implementation of all Shiseido fixtures at Saks NYC store remodel.
- Dolce & Gabbana Fragrance new design concept at Macy's stores.
- In-store implementations for Byredo, Kiehl's, Estee Lauder, Bobbi Brown, Too Faced, Becca, Sulwhasoo, Jo Malone, Amore Pacific; Narciso Rodriguez, Westman Atelier, and U Beauty.

Econoco: My **creative director** role transformed the company to become the “go-to” **fixture manufacturer and design service solution** for retail environments. By adding dozens of stock lines extensions and custom solutions, my team secured sizable and vastly diverse projects including Federated Department Stores, Macy's, JCPenney, Bloomingdales, Merrell, Limited, and Bon Ton organizations, each requiring start-to-finish responsibilities. With **my vision to seize a market position**, Econoco became a highly reliable and recognized leader in the International fixture landscape.

Telcel: (Mexico's largest cellular phone service provider). Design of a retail fixture system for 2,200 distributor locations. Fixture system included exterior and interior signage, signature branding elements, product display and showcasing, tiered graphic communications and content placeholders.

Pennzoil: Conceptual design for Pennzoil branded service centers. Designs included exterior and interior signage, prototype building design, customer experience design, and display and graphic fixture design.

Biogen-Idec Pharmaceuticals: Company developed a new brand strategy and corporate identity. Personally handled design and implementation of exterior signage and way-finding systems for all their research campuses.

Guidant: Company developed a new brand strategy and corporate identity. Personally handled design and implementation of exterior signage and way-finding systems for all their research campuses.

Retail Financial Services

Citibank: Development and implementation of a fully integrated environment, called “Model Branch”. Branch program was integrated into 85% of their retail branches worldwide. The Model Branch program re-defined the concept of retail bank design and customer experience.

Charles Schwab: Development and implementation of a fully integrated environment for all new international branches. Development of alternate channel access points.

Fleet Bank: Design development of a 33 retail branch rollout program throughout Massachusetts, Pennsylvania and New York. Tasks included prototype branch building design, urban branch multimedia storefront design, interior fixture design, and ATM building and kiosk design.

Wachovia Bank: A complete brand strategy and platform following a merger of First Union and Wachovia banks. Design tasks included identity design, an exterior signage system for corporate and retail branch locations, sports event signage, ATM surround and kiosk system, and an interior merchandising fixture and signage system. Retail and corporate items above are being implemented into new and existing locations.

Banreservas: A complete branding solution was developed for the largest bank in the Dominican Republic. Design tasks included identity design, an exterior and interior signage system being implemented in all retail and corporate locations, ATM surround design, and a complete integrated branded retail branch component system to be used for all new locations and existing key locations.