

RETAIL EXPERIENCE DESIGN LEAD

CX STRATEGY

ARCHITECTURE

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Retail designer and creative lead with 10+ years of industry experience specializing in brand-driven environments and immersive customer experiences. Integrates customer insights, experience strategy, concept storytelling, and technical execution to guide physical experiences from ideation through construction.

EXPERIENCE

Arcadis (FKA CallisonRTKL) • Seattle, WA

Aug 2018 to Aug 2026

ASSOCIATE • DESIGN LEAD + JOB CAPTAIN

Senior Designer (Apr 2022 to Apr 2025) • Designer (Aug 2018 to Apr 2022)

- Led design direction for retail environments ranging from 1,000–30,000 SF across the U.S., Mexico, South Korea, and Japan, directing concepts from initial research and design exploration through client approval and implementation.
- Translated brand strategy, customer insights, and business goals into customer journeys, spatial strategies, and immersive retail experiences for global brands including Nike, Amazon, and Foot Locker.
- Validated spatial concepts for Amazon through full-scale rapid prototyping, translating 2D layouts (masking tape) and VR studies into cardboard mock-ups to observe customer behaviors to new processes, as well as to test operational, and technical requirements.
- Led technical project delivery as Job Captain for small to large-scale Amazon and Apple retail projects, overseeing documentation, consultant coordination, OAC meetings, site observations, and punch lists through project completion.
- Presented design concepts and creative direction to clients across domestic and international markets, communicating design rationale, gathering stakeholder feedback to build alignment and advance concepts toward approval.
- Established the creative vision for ABC Mart-Grand Stage x Nike, creating a scalable retail concept and design guidelines for implementation by local AORs across Japan, South Korea, and the Philippines.
- Developed Foot Locker's Home Court modular retail concept, amplifying basketball through an elevated shop-in-shop experience using physical and digital touch-points, with rollout planned across 100+ stores globally by end of 2026.
- Partnered with multidisciplinary teams across fabrication, construction, engineering, lighting, store design, and visual merchandising to adapt design solutions to real-world conditions while preserving design intent.
- Directed 3–4 person project teams through critiques, working sessions, and project assignments, establishing creative direction while mentoring junior designers across design, technical skills, and software proficiency.

Rule Joy Trammell + Rubio • Atlanta, GA

June 2015 to July 2018

ASSOCIATE • ARCHITECTURAL DESIGNER

- Developed design and construction documentation across mixed-use, multi-family, workplace, and hospitality projects, contributing from design development through construction administration.
- Conducted life safety and accessibility code research and supported consultant coordination, permitting, and construction administration to deliver compliant, buildable design solutions.

Rule Joy Trammell + Rubio • Interbrand Design Forum • Frederic Schwartz Architects

ARCHITECTURAL INTERN (CO-OP)

- Built a foundation in architectural practice through conceptual and detailed scale modeling, CAD and Revit documentation, application of architectural standards, project-team coordination, and client interactions across multiple co-op experiences.

SKILLS

DESIGN & TECHNICAL:

Store Design & Planning • Visual Merchandising • Technical Design Documentation

USER-CENTERED:

Customer Experience (CX) Strategy • Brand Storytelling • Design Iteration & Prototype Testing

LEADERSHIP & DELIVERY:

Project Management • Client & Stakeholder Communication • Cross-Functional Collaboration • Construction Administration

TOOLS:

Revit/AutoCAD/SketchUp • Adobe Creative Suite • 3D Visualization (Enscape) • Figma/Miro • Microsoft Office Suite • AI-Assisted Workflow Optimization

CERTIFICATION & RECOGNITION

NCIDQ CERTIFICATION

2024 to Present

LEED Green Associate2017 to Present

PAVE Rising Star Finalist2025

VMSD Designer Dozen Award Recipient2024

INVOLVEMENT

Retail Design Institute (RDI), PNW Chapter2022 to Present

PROFESSIONAL • BOARD MEMBER/EVENTS CO-LEAD

- Co-led 7–8 annual events for 10–80 attendees, developing programming ranging from retail store tours to networking happy hours.
- Developed event concepts and coordinated venues, vendors, marketing, and budgets while delegating responsibilities across an 8–12 person board.

International Interior Design Association (IIDA)2025 to Present

PROFESSIONAL

Employee Engagement Committee (affiliated with Arcadis)Jan 2024 to Apr 2026

LEAD/FACILITATOR

- Led office-wide workshops and a 10-person committee, synthesizing input from up to 50 participants, defining programs and events (cultural potlucks, murder mysteries, game nights, external outings), managing budgets, and delegating roles and responsibilities.

Adopt-a-Street Seattle2024 to Present

VOLUNTEER

REFERENCES

Available Upon Request.