

CHRISTINE KEYROUZE

CONTACT

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QUALIFICATION

Well-defined production skills, powerful communication, problem solving and negotiation aptitude. A candidate with strong commitment to ongoing professional growth and development in visual merchandising and interior design.

SKILLS

PRODUCTION INSTALLATION
PAPER CONSTRUCTION
PHOTOGRAPHY
MERCHANDISING
RETAIL DISPLAY
SEWING
DRAWING/PAINTING
INTERIOR DESIGN
VINYL INSTALLATION
CARPENTRY
LIGHTING
WELDING

PROGRAMS

PHOTOSHOP
ILLUSTRATOR
INDESIGN
PREMIERE
POWERPOINT
GERBER COMPOSER

EXPERIENCE

VISUAL PRODUCTION LEAD - FREELANCE

Bloomingdale's 59th St, New York, New York Winter 2020 - CURRENT

- Helped Visual Director to fabricate the production for trend space set-ups
- Responsible for the production of visual installation for the RTW and Market shops
- Responsible for sourcing the materials and tools for visual displays and trend spots while abiding by a strict budget
- Creating and applying all RTW vinyl for campaigns, COVID-19, and vendor signage

VISUAL TRIMMER AND MERCHANDISER

Bergdorf Goodman, New York, New York Spring 2019 - Winter 2020

- Used fashion trends to interpret mannequin styling and life-styled table displays
- Created unique and innovative visual displays for both Windows and Interiors
- Partnered with the Fashion Office to assist with mannequin looks and styling
- Worked closely with the buying team, selling managers, and outside vendors on business opportunities and challenges to support the business.
- Responsible for creating floorplans using Adobe Photoshop
- Created 2D renderings for 5th and 4th floor visual displays.

VISUAL CREATIVE COORDINATOR

Macy's INC, New York, New York Winter 2017- Spring 2019

- Responsible for supporting the Visual Creative Director on development and implementation of visual solutions
- Drove execution through written communication for quarterly, monthly and weekly merchandise and visual execution direction
- Responsible creating store prototypes and collateral to support key products
- Project manager to source materials, capital, and approval of final projects
- Supported Marketing team by communicating monthly newsletters
- Created Training and product knowledge videos using Adobe Premiere

VISUAL MERCHANDISER TEAM LEADER

Macy's HSQ, New York, New York Summer 2012- Winter 2017

- Created unique and innovative visual displays for both Windows and Interiors
- Responsible for creating technical renderings of displays
- Created floor plans using Adobe Illustrator to showcase vendors and displays
- In charge of photo editing using Adobe Photoshop in monthly newsletters
- Worked closely with vendors on sourcing materials for big trend and holiday moments while abiding by a strict budget

EDUCATION

PRATT INSTITUTE

Master of Science with Distinction 2012

MAJOR Art + Design Education

MINOR History of Art

PRATT INSTITUTE

Bachelor of Fine Arts 2011

MAJOR Art + Design Education / Photography Concentration