

# LOUISE JIANG

## VISUAL MERCHANDISING MANAGER



With over 8 years of experience in retail and a strong background in design, I am currently seeking opportunities in the luxury and beauty sector.

### TECHNIQUES

Photoshop | Illustrator | Sketchup | CAD

### COMPETENCES

- Strong sense of high-end aesthetics, with the ability to develop cohesive visual storytelling aligned with brand identity.
- Excellence in executing visual merchandising in-store, with a solid understanding of the customer journey and retail experience.
- Strong time management skills in a fast-paced environment, with effective task prioritization and a high standard of quality.
- Proactive monitoring of trends in the beauty and luxury sectors, combined with proficiency in French, English, and Chinese.

### WORK EXPERIENCE

**COTY GLOBAL (GUCCI BEAUTY)** Since Apr 2023

| PARIS, FRANCE |

— VISUAL MERCHANDISING MANAGER – CDI

CREATION :

- Defined design direction in line with market trends and consumer expectations, ensuring strong alignment with the Gucci Fashion House as well as marketing and trade teams.
- Developed visual merchandising guidelines covering window displays, podiums, retailer fixtures, retailtainment, and in-store animations across permanent retail environments.
- Validated materials and technical drawings (TDs) for prototype and podium development.

BUDGET CONTROL :

- Managed forecasting and budget control processes.
- Created and monitored purchase orders through procurement systems such as SAP, Ariba, Prometheus, and IRC.

PRODUCTION :

- Oversaw end-to-end production of POS materials, ensuring compliance with quality standards, budgets, and delivery timelines.
- Managed local market requests and validated materials and technical drawings for podium execution, particularly across the US, MEA region, and China.

ACHIEVEMENTS :

- Led merchandising preparation and deployment for key product launches from 2023 to 2026 including Flora, Bloom, and Guilty, as well as major commercial moments (Mother's Day, Father's Day, Christmas, Chinese New Year, etc.)
- Managed relationships with the Gucci Fashion House, regional affiliates, suppliers, agencies, and retail partners.
- Supervised and developed a team of 3, fostering skill development and performance growth.

**OPPO** 2021-2023

| PARIS, FRANCE |

— DESIGN TEAM MANAGER – CDI

- Drive the 360° design direction for OPPO in France and Switzerland.
- Direct design projects, manage the design team, and oversee budget control and forecasting.
- Achieve 40% quarterly budget savings through optimized resource management.

— VISUAL MERCHANDISING DESIGNER – CDD

**FLORÊVE** 2020-2021

| PARIS, FRANCE |

— VISUAL MERCHANDISING DESIGNER GLOBAL – CDD

- Shape the brand's artistic roadmap, visual strategy, and advertising direction.

**ESTÉE LAUDER** Sep-Dec 2019

| PARIS, FRANCE |

— VISUAL MERCHANDISING DESIGNER EMEA – CDI

- Contribute to European guidelines and execute product launch campaigns in close collaboration with EMEA affiliates and key retailers such as Sephora, Douglas, and KICKS.

**BRANDX** 2018-2019

| PARIS, FRANCE |

— DESIGNER – CDD

- Create luxury retail concepts, manage budgets and quality, supervise project execution from design to realization, and coordinate brands with production teams in factories.
- The clients : DIOR, PIAGET, MIDO, VACHERON CONSTANTIN.

**DESIGN & ARCHITECT AGENCY** 2015-2017

| NANTES, FRANCE |  
| BEIJING, CHINA |

— 3D DESIGNER – CDD

### EDUCATION

**AUDENCIA BUSINESS SCHOOL** 2017-2018

| NANTES, FRANCE |

— Master of Science (MSc.) in International Management

**TONGJI UNIVERSITY** 2013-2017

| SHANGHAI, CHINA |

— Bachelor of Arts in Design / Ranked the 10th best in design in the world

**HARVARD UNIVERSITY** June 2015

| BOSTON, U.S.A. |

— MRS Program in Leadership