



JENNIFER MAYES

VISUAL DIRECTOR

CONTACT

Talk : 773-701-9664

Write : jenniferjamesmayes@gmail.com

Meet : Chicago, Illinois

PROFILE

With my thirty year tenure in retail visual merchandising, graphic design, and creative direction, I bring my unique perspective to any role. Skilled in the direction of both apparel and home industries, for Fortune 500 companies and start-ups alike. A seasoned cross-functional partner, working across a wide breadth of departments, to include: marketing, supply chain, buying, and planning.

WORK EXPERIENCE

Interior Define

2021–2023

+ Visual Director

Direction of all Visual Merchandising strategy for both the Field VM and the New Store Opening process.

- Directed the creation of all visual merchandising resources
- Cross-functionally led the product assortment process for the fleet
- Ownership of annual budget allocation for both NSO and Field
- Creation of quarterly VM directives, training resources, and category specific presentations
- Designed all 2D mapping for both new store strategy and Field VM
- New Store Opening strategy contributed directly to earning double digit comp

Kate Spade NY

2013–2020

+ Regional Visual Director

Led the direction, training, and development of visual teams in North American specialty stores. Obtained iconic visual presentations through the use of merchandising, mannequin styling, and the creation of both interior and exterior displays.

- Direction of all new store opening VM presentations
- Special project lead in design of all KSNY training resources
- Liaison between buying and field to procure enhanced product assortments
- Creation of monthly VM directives and category specific presentations

Far From Pretty

2019–Present

+ Creative Director, Founder

Far From Pretty is a brand focused on bringing my aesthetic vision to life in both the paper and home decor industries. With a focus on surface pattern design, Far From Pretty creates product to bring more beauty and joy to your environment.

- stationery and gift wrap
- wallpaper and upholstery fabrics
- prop procurement and interior staging

EDUCATION

Graphic Design Certificate

Chicago Portfolio School

BFA

Temple University

AAS

Fashion Institute of Technology