


# Wendy Chu

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## Summary

- 10 years experience in retail store design, POSM & event design for luxury brands.
- Professional at Skincare & Cosmetic brands Store design, Visual Merchandising & event design.
- Evaluated and optimized design processes, resulting in time and resource savings.
- Experience in leading design team to handle large scaled project.

## Experience

### **Store Design & Visual Merchandising Manager , Travel Retail Asia**

La Prairie Switzerland

Jun 2019 - Sep 2022 (3 years 4 months)

- Response for 100 Travel Retail Asia stores' interior design and visual merchandising, regions including China, HK, Macau, Taiwan, Thailand & Japan. Ensure store environment is always in high quality luxury standard.
- Supervising and supporting TR China store design & visual merchandising team in Shanghai.
- Manage to roll out / renovate over 40 POS with LA PRAIRIE new store concept design in TR Asia.
- Design + execute airport stores and large scale pop-up event in TR Asia.
- Working closely with different parties to ensure projects are well established within timeline. Those parties include retail team, clients, marketing, global architecture team, procurement team and shopfitter.

### **Retail Designer**

L'Oréal

Dec 2017 - Jun 2019 (1 year 7 months)

- Design Kiehl's ,Helena Rubinstein & Urban Decay TR stores at SEA,GC,KOREA. Analyzed store space, preparing design layout based on brand guideline, checking & approve technical drawings, quality check for counter.
- Working closely with commercial team & headquarters for store design and new image development.
- Handling L'Oreal China TR new POS and refit projects, from retro planning to installation, rolled out over 50 POS in 2018.
- Overview TR counters maintenance work, mainly for China. Set up counter maintenance workflow with contractors, commercial and merchandising team.

### **Senior Creative Designer, Business Region Asia-Pacific**

Fiskars Group

Mar 2015 - Jan 2017 (1 year 11 months)

- Oversee all retail store & VM projects of main focus Asia markets: Japan, Korea, Taiwan and China.
- Developed 20 planned store openings and renewals for house brands: Iittala and Royal Copenhagen accordingly to distribution list.

- Develop and roll out new VM design tool and guidebook for Asia countries to improve consumers shopping experience.



## **Senior Creative Designer, APAC**

### **Safilo**

May 2013 - Feb 2015 (1 year 10 months)

- Leading a design team of 4 designers to deliver professional retail/VMD design solutions for all Asia subsidiaries and distribution areas.
- Define all POP & fixtures according to brands' guideline; ensure same consistence brand images are delivered across Asia. Focusing brands: Dior & Gucci.



## **Senior Designer**

### **Pico Group**

Jul 2010 - May 2013 (2 years 11 months)



## **Designer B**

### **Pico Group**

Mar 2008 - Aug 2009 (1 year 6 months)

## **Education**



### **Auckland University of Technology**

Bachelor of Design, Spatail Design

2003 - 2007



### **The Hong Kong Academy for Performing Arts**

High School Diploma, Drama/Theatre Arts and Stagecraft

Sep 2001 - Jul 2002

## **Licenses & Certifications**



### **Japanese-Language Proficiency Test**

JLPT N2 LEVEL

## **Skills**

- Adobe Photoshop • SketchUp • Autodesk 3ds Max • AutoCAD • Adobe Illustrator • RETAIL DESIGN  
 • English • Chinese • Japanese • Microsoft Office