DISPLAY DESIGNER

Job Description:

**Display Designers** are responsible for designing and creating attractive visual displays for retail outlets. As creative and innovative thinkers, they use their skills in visualdesign and space utilization to enhance the aesthetic appeal of window displays, walkways, counters, and in-store displays. Display designers are also known as Display Designers. They are usually responsible for promoting the image, product and service offering of businesses and other organizations. Often times, Display designers create windows and in-store displays of goods for retail shops and department stores.

Job Responsibilities:

* Creating and implementing a visual merchandising strategy for the store.
* Ensuring the strategy is in line with the store’s brand, products, and target market.
* Generating sketches of visual displays that meet the store’s visual design requirements.
* Finalizing designs and creating detailed floor plans for display areas.
* Sourcing the props, creative materials, and accessories for displays.
* Installing and setting up window displays, walkways, counters, and in-store displays, or supervising contractors hired for this purpose.
* Changing displays to promote new product launches or to reflect festive or seasonal themes.
* Ensuring uniformity of displays across multiple store locations.
* Liaising with other retail professionals, including buyers, marketing executives, and retail merchandisers, when necessary.
* Monitoring costs and working within budget.
* Researching lifestyle and design trends that will inform the visual merchandising strategy.
* Plan, create and execute overall business visual merchandising strategy
* Design appealing merchandise displays in order to attract visitors to the store
* Design various window displays and signs as well as special promotions displays and signs
* Test different visuals and compare results
* Identify and track key performance indicators
* Produce and present key performance indicators reports
* Manage budget and track costs and expenses
* Collaborate with other store staff
* Adjust displays in order to promote new products and special offerings
* Work and collaborate with suppliers
* Keep abreast with industry and market trends

Job Qualifications:

* Bachelors in design or related field required
* Masters in design or related field preferred
* Experience as a display designer

Opportunities as a display designer are available for applicants without experience in which more than one display designer is needed in an area such that an experienced display designer will be present to mentor.

Job Skills Required:

* Knowledge of industry standards and regulations
* Ability to multitask
* Creativity
* Ability to work against deadlines
* Good communication skills
* Able to work calmly under high pressure
* Team Player
* Must be able to lift objects up to 25lbs
* Have endurance to be on feet for entire shift
* Have endurance to walk around and carry out tasks throughout shift
* Pleasant, polite manner and a neat and clean appearance.
* Able to multitask, prioritize, and manage time efficiently
* Self-motivated and self-directed
* Works well as part of a team and on individual tasks