



Jade Williams

JUNIOR VISUAL MERCHANDISER

PROFILE

Fashion Marketing graduate from Leeds Arts University with hands-on experience in visual merchandising, window display installation, and retail design. Completed a **6 month placement** at a high street retailer where I installed **25+ window displays** and floor layouts across **3 store locations**. Designed a pop-up display concept that increased footfall by **18%** during a promotional period. Skilled in trend research, spatial planning, and working to tight visual deadlines.

EDUCATION

BA (Hons) Fashion Marketing in Fashion Marketing
Leeds Arts University, Leeds
Sep 2022 – Jul 2025

SKILLS

- Window Display Installation
- Planogram Execution
- Spatial Planning
- Trend Research (WGSN)
- Adobe InDesign
- Adobe Photoshop
- Mannequin Styling
- Competitor Analysis
- Photography (Display Documentation)
- Visual Reporting
- Teamwork
- Physical Stamina & Hands-On Work

LANGUAGES

- English - Native

REFERENCES

Rachel Stone
Regional Visual Merchandising Manager, River Island
rachel.stone@riverisland.com, +44 7700 900 547

EXPERIENCE

Visual Merchandising Placement, River Island, Leeds Jan 2025 – Jun 2025
Supported the regional visual merchandising team across 3 stores in the Yorkshire area during a 6 month placement.

- Installed **25+ window displays** and seasonal floor layouts across 3 stores, following brand guidelines and planograms
- Designed and built a **pop-up display** for a summer promotion that increased store footfall by **18%** compared to the previous week
- Conducted **12 competitor store audits** documenting display techniques, lighting, and product placement strategies
- Created **6 visual merchandising reports** with photographs and improvement recommendations for the area manager

Sales Assistant, Zara, Leeds Sep 2023 – Dec 2024
Part-time sales role in the Trinity Leeds flagship store during university.

- Maintained visual standards across **3 floor sections**, restocking and restyling displays during each shift
- Achieved personal sales targets consistently, averaging **115% of target** across the Christmas 2024 period

CERTIFICATIONS

WGSN Certified Trend Researcher, WGSN Apr 2025 – Apr 2025

PROJECTS

Window Display Psychology Study (Final Year Project) Oct 2024 – Apr 2025
Researched and designed a window display concept based on consumer psychology principles for a fast-fashion context.

- Conducted a survey of **150 shoppers** outside 3 Leeds high street stores to understand display engagement drivers
- Designed a concept display that was built at **1:5 scale** and presented at the department showcase
- Won the **Best Visual Merchandising Project Award** based on evaluation by a panel of industry professionals

EXTRA CURRICULAR ACTIVITY

Volunteer Set Designer - Leeds Arts University Theatre Group Jan 2024 – Jun 2025
Designed and built stage sets for student theatre productions.

- Created sets for **3 productions**, working within budgets of **£150 to £300** per show
- Sourced materials from charity shops and salvage yards, reusing **70%** of materials across productions