mona lisa tan

skills + expertise \

HANDS-ON
creative strategy & art direction
visual management & execution
brand identity development

SOFTWARE
adobe suite, vectorworks for CAD,
google sketch-up, shopvox management,
wrike management, microsoft office

contact \

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education \

BS Business in Product Development
AAS Visual Presentation & Exhibition Design
fashion institute of technology

experience \

FULL-TIME

Senior Manager, In-Store Experience, 2017
Lord & Taylor Center Core, HBC, New York
visual lead for all departments
strategized promotion timelines
facilitated in-store executions
systemized asset acquisition and production

Associate Marketing Manager, 2015
Visual Citi, Inc., Long Island, New York
handled creative management & budgeting
led art direction (print, digital, events)

FREELANCE & SPECIAL PROJECTS

Senior Visual Manager, Kipling 2019
international and outlet visual merchandising

Coordinator, InkPak Communications, 2017
event & celebrity collaborations (oscar dela renta, nars)

Senior Visual Manager, Nautica, 2014/2016
international and outlet visual merchandising

Visual Consultant, Social Apparel, 2013
brand & visual merchandising strategy
34th street branch, store opening

Designer, Sferra 2013
bloomingdales shop-in-shop renovation

Designer, Nida Boutique 2012
brand & visual merchandising strategy

Junior Designer, Armani Exchange 2012
pre-press production for marketing collaterals

AWARDS & RECOGNITION

Visual Citi | Showcase
1st place, booth design
SEGD 2015

Myx | Textile Technology
1st place, product development
FIT 2014

Bio-Revolution | Design through Science
1st place, trend analysis
FIT 2014

Hygge | Danish Houseware
1st Place, store planning
FIT 2013

Message in a Bottle | Dining Environment
finalist, environmental design
DIFFA Dining by Design 2011

For the Pup | Ralph Lauren Fixture
finalist, visual merchandising
PAVE, retail design institute 2010

Godiva | Store Concept
2st place, visual merchandising
PAVE, retail design institute 2010

People are Dolls | Exhibit
mamaroneck artist guild 2007/2008
sarasota springs exhibit 2007