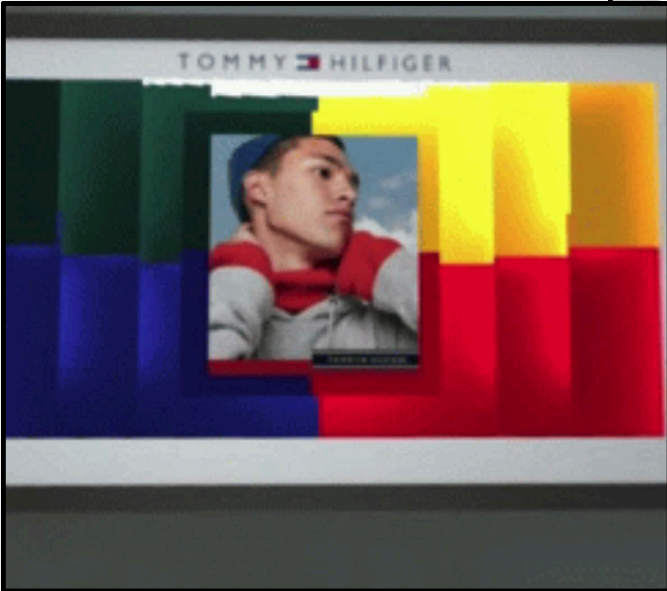
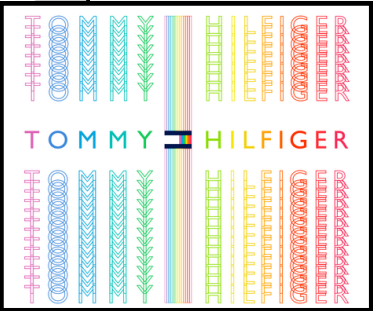


OVERVIEW

RETAIL DESIGNER, ROLLOUT, & MECHANICAL DESIGN FOR 500+ RETAIL TOUCHPOINTS U.S. COUNTRY WIDE FOR TOMMY HILFIGER

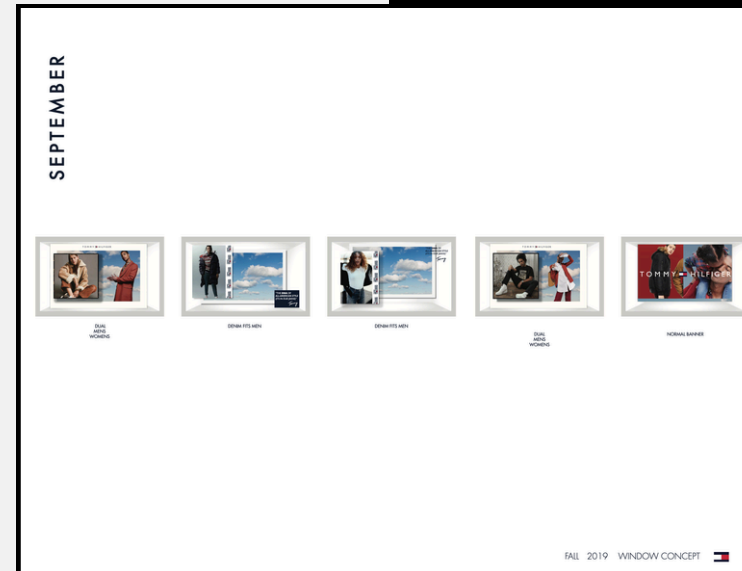


ROLE = APPROACH



WORKED WITHIN AN ESTABLISHED GLOBAL BRAND SYSTEM TO ENSURE CONSISTENCY AND ACCURACY ACROSS MULTIPLE STORE IMPLEMENTATIONS.

FOCUSED ON TRANSLATING DESIGN INTENT INTO EXECUTABLE, BUILDABLE OUTPUTS.



- MECHANICAL DESIGN
- PRODUCTION-READY DOCUMENTATION
- RETAIL ROLLOUT SUPPORT
- BRAND SYSTEM ALIGNMENT

RETAIL WINDOW DESIGN & MECHANICALS

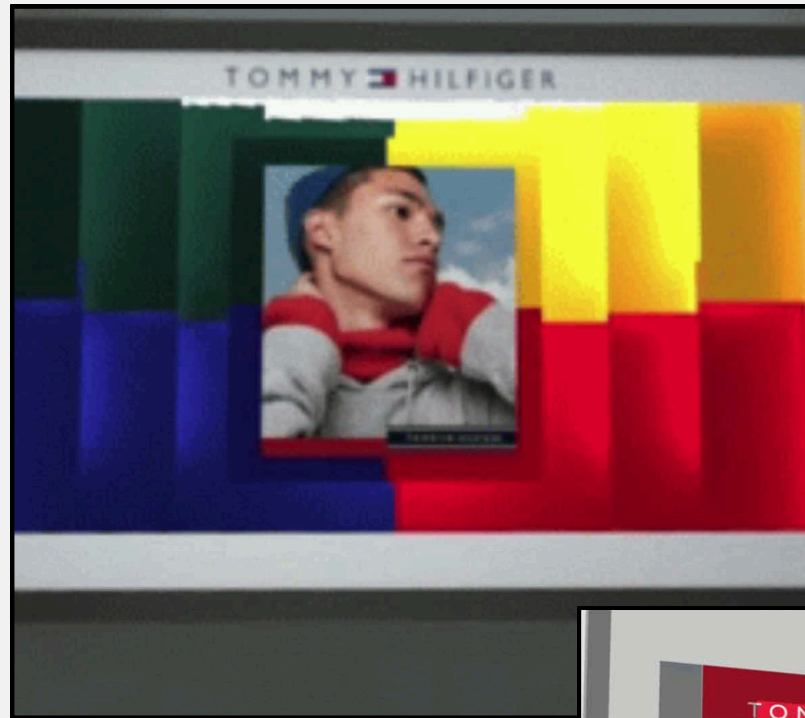


SHONA.STUDIOS | TOMMY HILFIGER

DESIGNED AND PRODUCED MECHANICALS
AS LAST TOUCHPOINT IN GLOBAL
COMPANY TO SEND TO PRINT SUPPLIERS

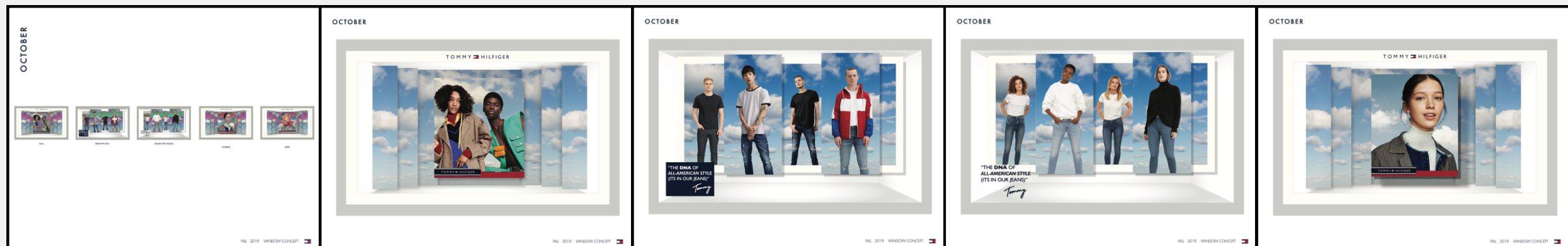
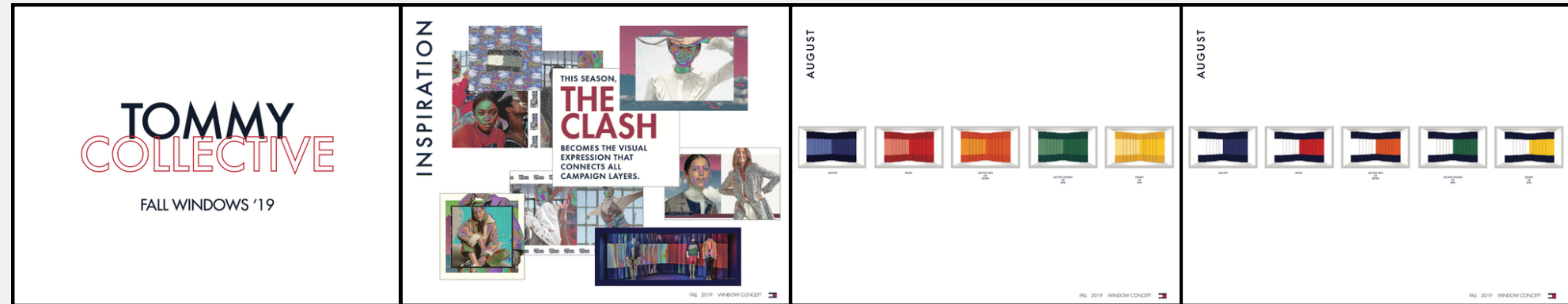
INSTALLATION 3D MOCKUPS

SUPPORTED WINDOW AND IN-
STORE INSTALLATIONS
BEFORE BUDGET SPENDING
TO VISUALIZE CONCEPTS



CEO PITCH DECKS

DESIGNED AND FORMATTED PITCH
DECKS FOR **CEO APPROVAL** OF
NEW RETAIL DESIGN ROLLOUTS



OUTCOME KEY TAKEAWAYS

CONTRIBUTED TO THE EXECUTION OF A STANDARDIZED
RETAIL SYSTEM DEPLOYED ACROSS HUNDREDS OF
STORE LOCATIONS.

- **LARGE-SCALE RETAIL RELIES ON**
SYSTEMIZED DESIGN
- **MECHANICAL DOCUMENTATION** BRIDGES
DESIGN AND EXECUTION
- **CONSISTENCY IS CRITICAL ACROSS**
GLOBAL ROLLOUTS

SHONA.STUDIOS x TOMMY HILFIGER