

# PORT FOLIO.

# Approach

As an adaptive, decisive and strategic visual merchandising and marketing professional, I keep fast pace projects running smoothly from conception to launch.

I've led cross-functional teams through a multitude of big box retail projects, ranging in scope and complexity. I deliver innovative, brand consistent work through a technical, collaborative and analytical approach. I strengthen organizations by improving processes, increasing productivity and cutting unwanted costs.

# Core Competencies

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Strategic & Creative Direction

Visual Merchandising & Space Planning

Customer Experience & Environmental Design

Project & Budget Management

In-Store Display & Fixture Development

Brand Launch & Promotional Asset Development

New and Remodel Store Planning, Development & Execution

Print Production, Management & Procurement

Window & In-Store Display Creation (Branded/Private Label)

Agency/Vendor Relationships Management



# Strategic & Creative Direction

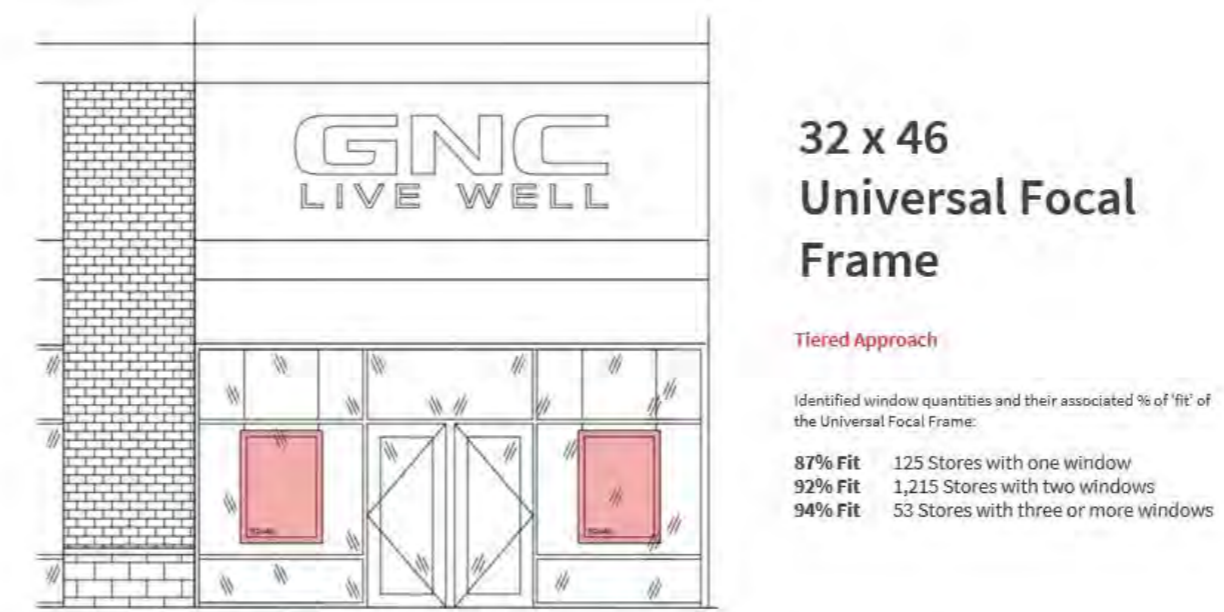
01

# Chain-wide Front of Store Revamp

A top business priority was to re-energize and re-captivate our store fronts in 2022.

I led our Store Environment and Production Teams through testing numerous signage solutions. We landed on a proprietary engineered framing solution. The main benefit of this solution was that we developed a universal framing solution that **fit 96% of all locations**. With the scale and design, we made more of an impact with our customers at our lease line. Less materials are now required per campaign aiding in our **sustainable practice**. Every piece down to the frame is built to be taken apart or changed for a continued freshness that has high impact but takes less time for Store Associates to execute.

Revamping our store front established global brand consistency. Stores with traffic counters saw a **1-3% increase** in foot traffic based on a combination of introducing the frames, focusing on exclusive product launches, and seasonal thematic art direction.



We developed a video deliverable for all Store Coaches that demonstrates fixture install, helping to improve execution.

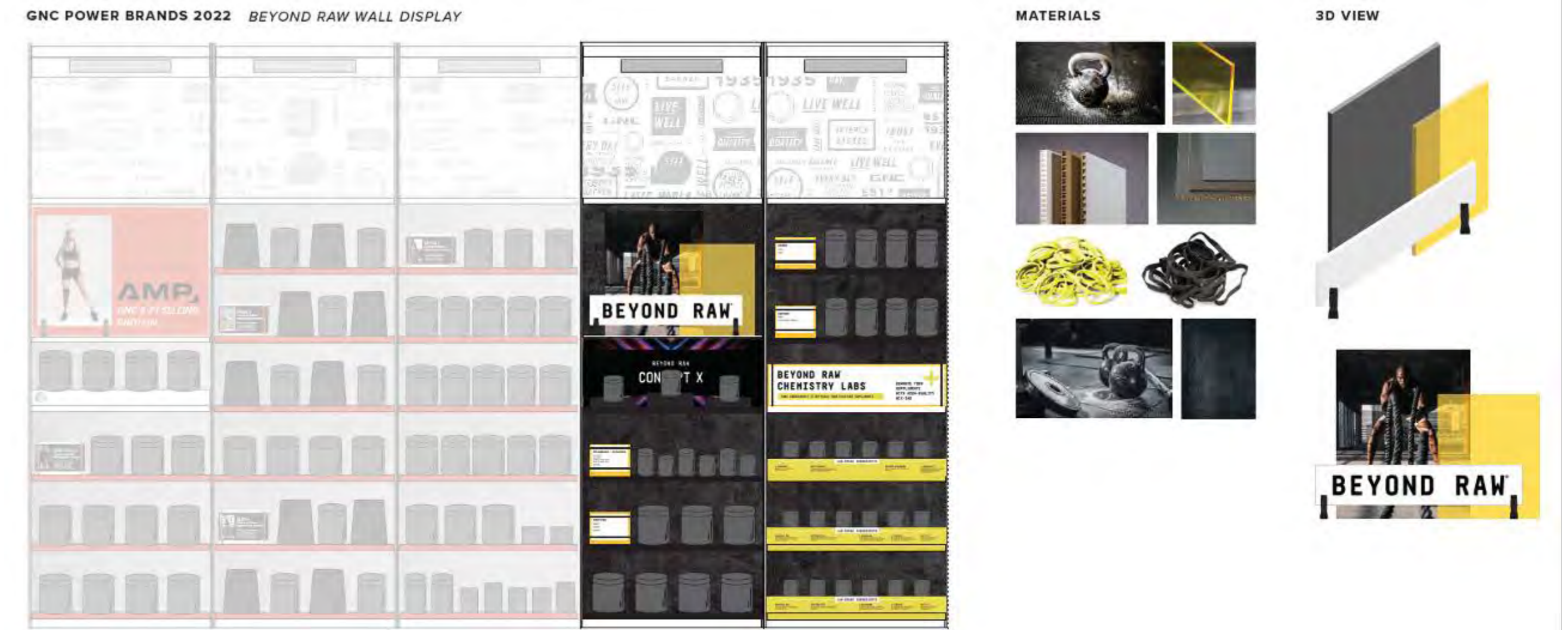
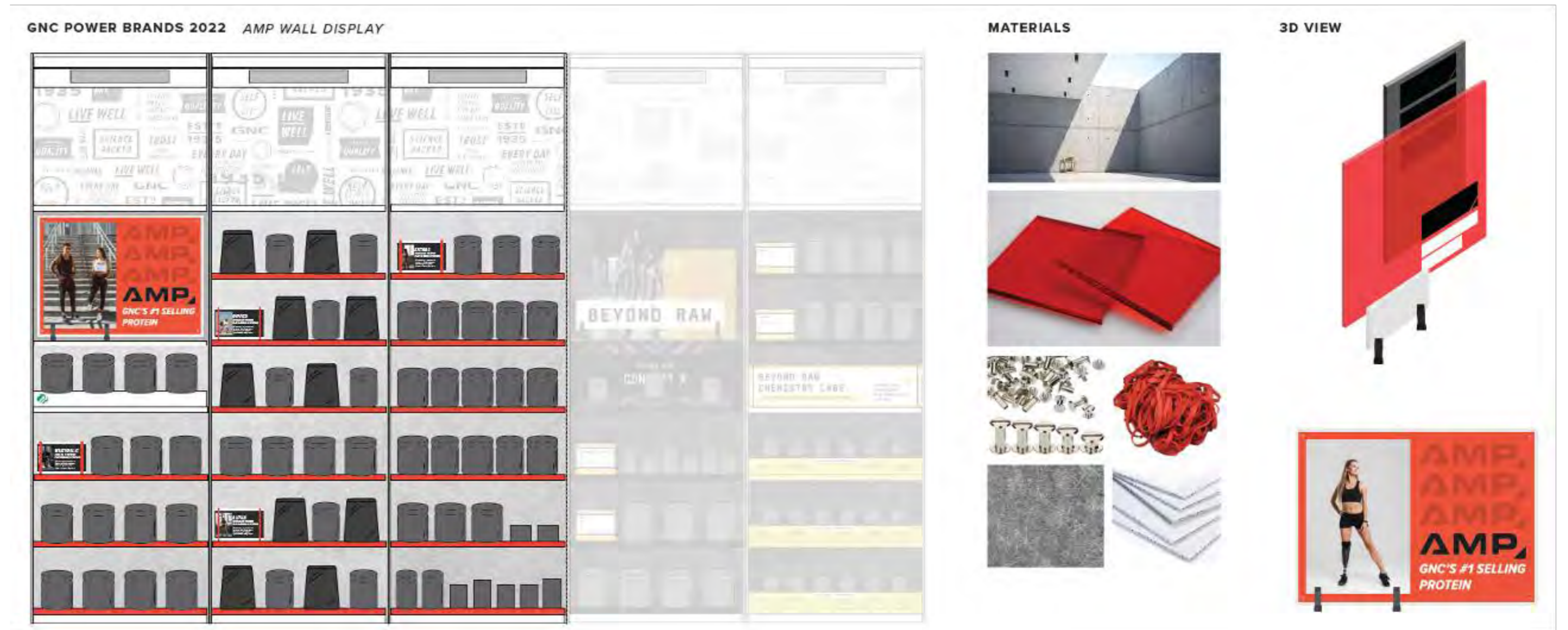
# Power Brands Concepting

GNC is a house of private label brands ranging from healthy weight to fitness and performance. To help give each brand its own presence and focus I led an **independent development initiative.**

I conducted market research, curated material and mood boards, and re-worked planograms to better **position the brands individual identity.**

Working with cross functional partners: Merchants, Space Planning, Brand, Creative, I pitched prototypes for each Power Brand to maximize their presence within GNC.

These 2 examples of AMP and Beyond Raw will be developed and **implemented in June/July of 2023.**

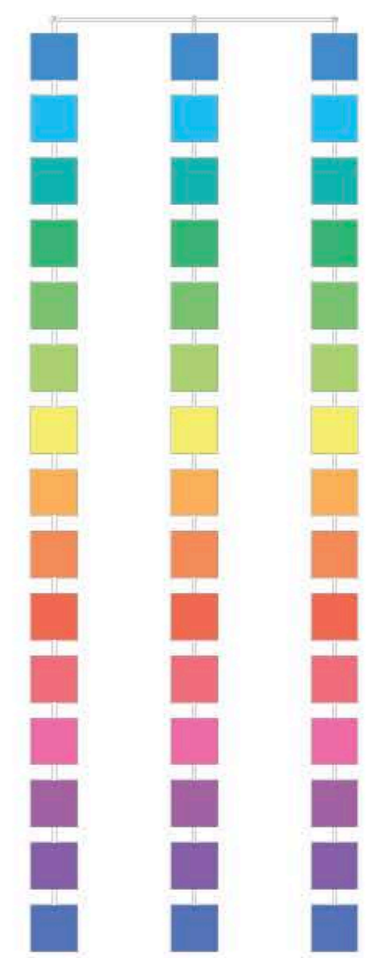
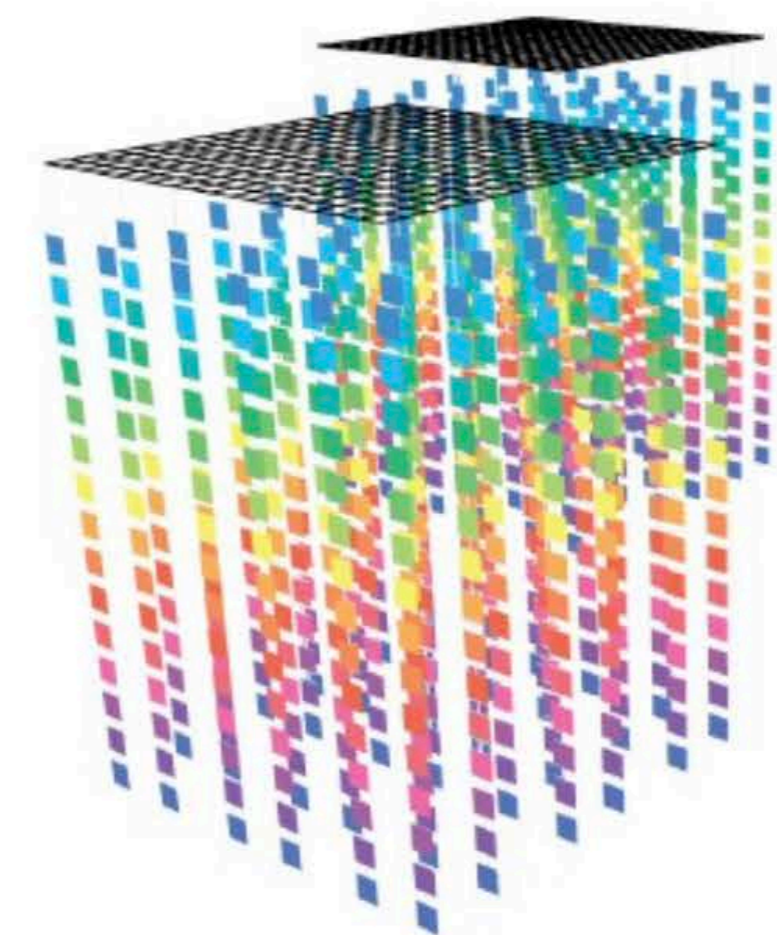
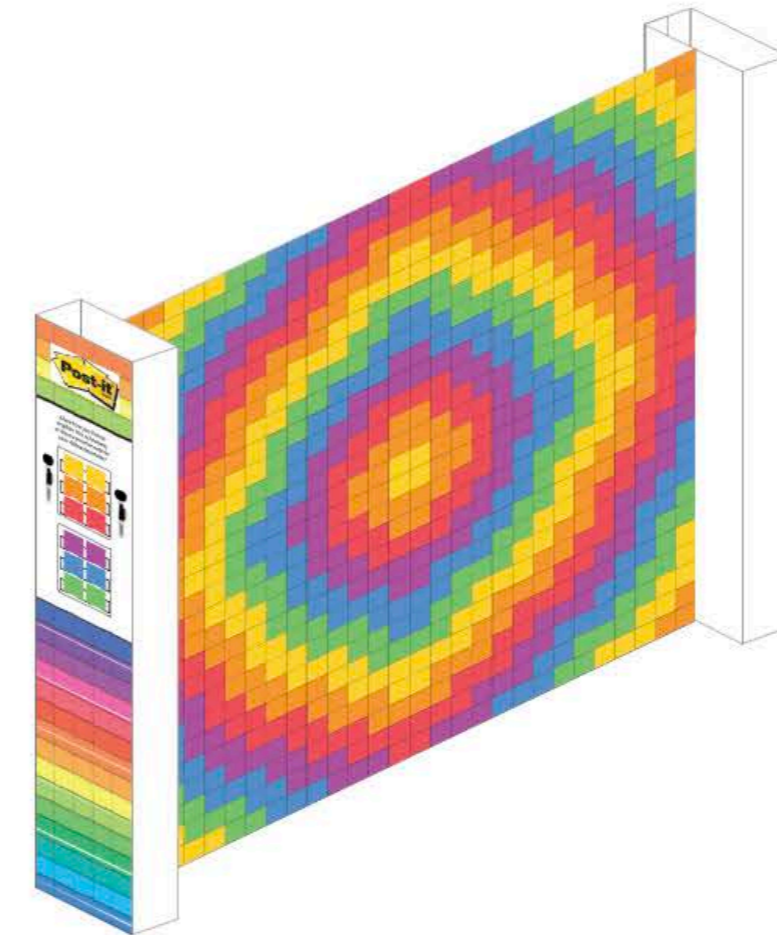
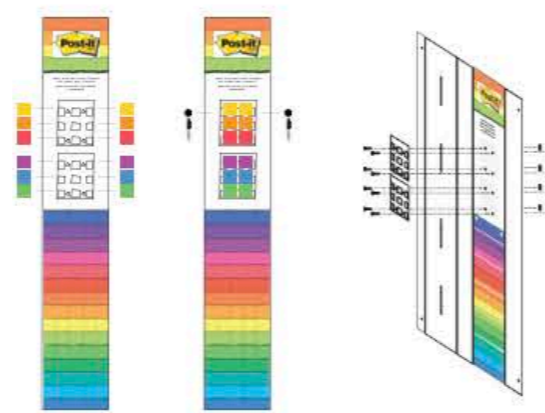
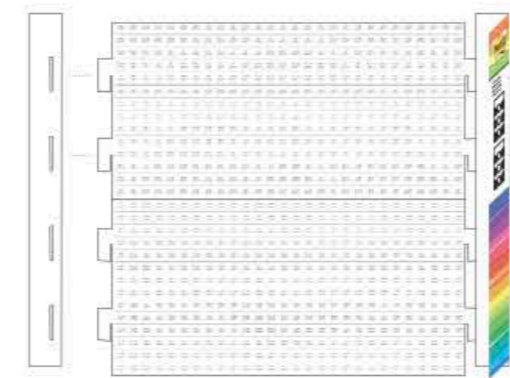


MEIJER INC.

## Seasonal Design Concept

Played a key role as Project Manager, defined the creative brief and oversaw all creative decision making. Partnered with the designer and the print vendor to engineer the final concept and KOP for store implementation.

I was responsible for sourcing funding for Merchant Teams, Business Partnerships, and Vendors. Partnered with Procurement to define logistics and exceed expectations on project budget.



MEIJER INC.

## Seasonal In-Store Execution

Led in-store execution, engineered an impactful overhead display that would be quick to set up and required minimal assistance. The solution was in the print method and substrate used. Creating a die-line that would leave three strands attached to create one piece was how this back to school display came to life.

We focused on localization, creating a paint by number or “post-it by color” mural that students could engage with. We equipped stores with branded school supplies and allowed students to write inspirational messages creating an impactful mural at the entrance of each store.



# Space Design

02



# Vitamins and Herbs Shop in Shop and Gummies Wall

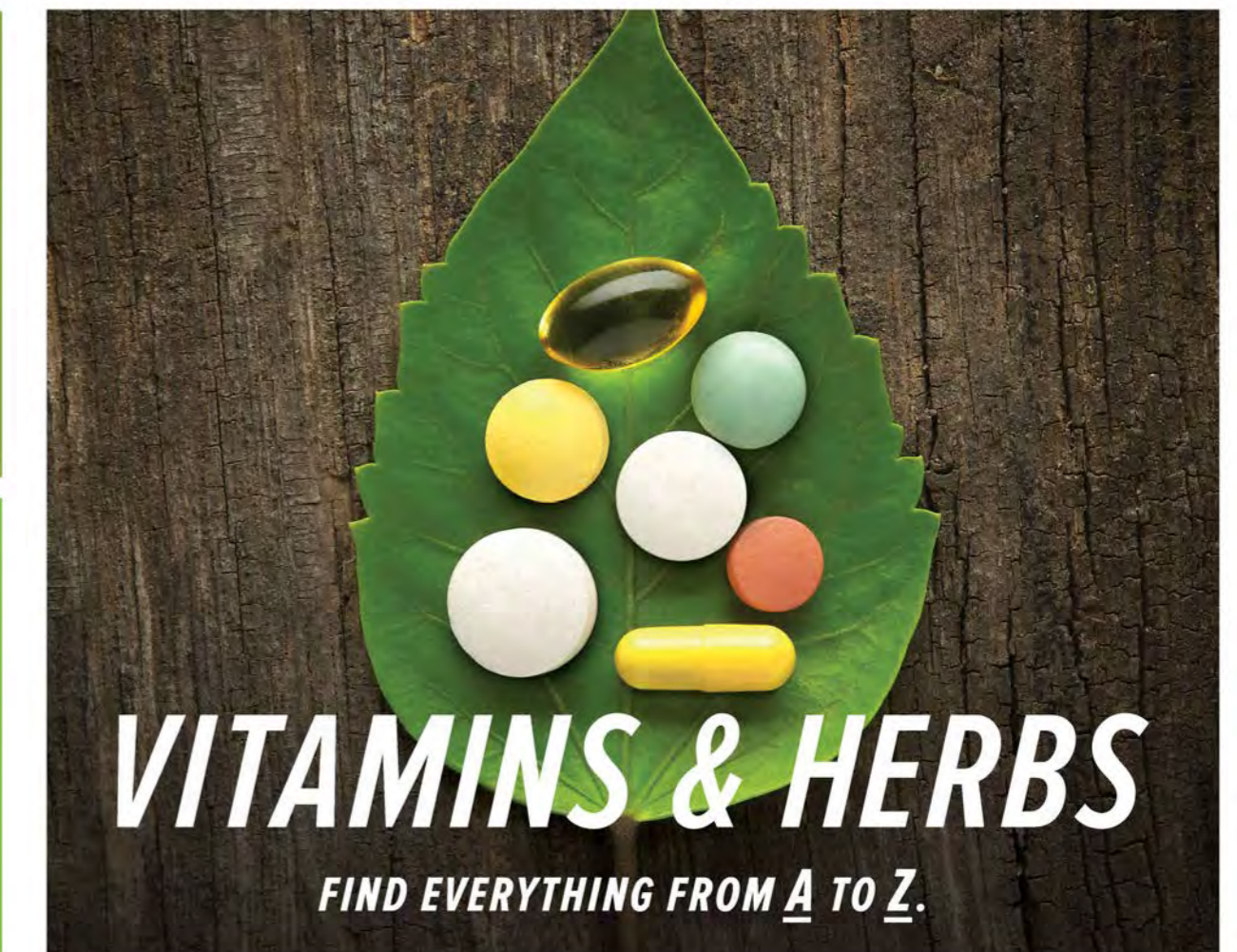
The Herbs category was suffering with poor sales performance due to minimal education or guidance. **Our solution** to reinvigorate the Herbs wall section was to combine the Herbs with Vitamins. Research backed that when our customers were shopping for one, they would likely be picking up another to fulfill their goal of creating a specific, personalized routine.

After a **250 store test** of blending both categories, introducing A-Z way-finding and highlighting key targeted solutions, we had a massive increase in engagement, UPT, ATT and increased sales volume in both Vitamins and Herbs collectively.

After the full chain rollout in August 2022, we found that Vitamins and Herbs were up **42%** and **out performed** their best since 3 years ago. We refocused and merchandised our vita-gummies line into one wall section which saw the most significant new item growth within our stores for 2022, performing **32%** above plan.



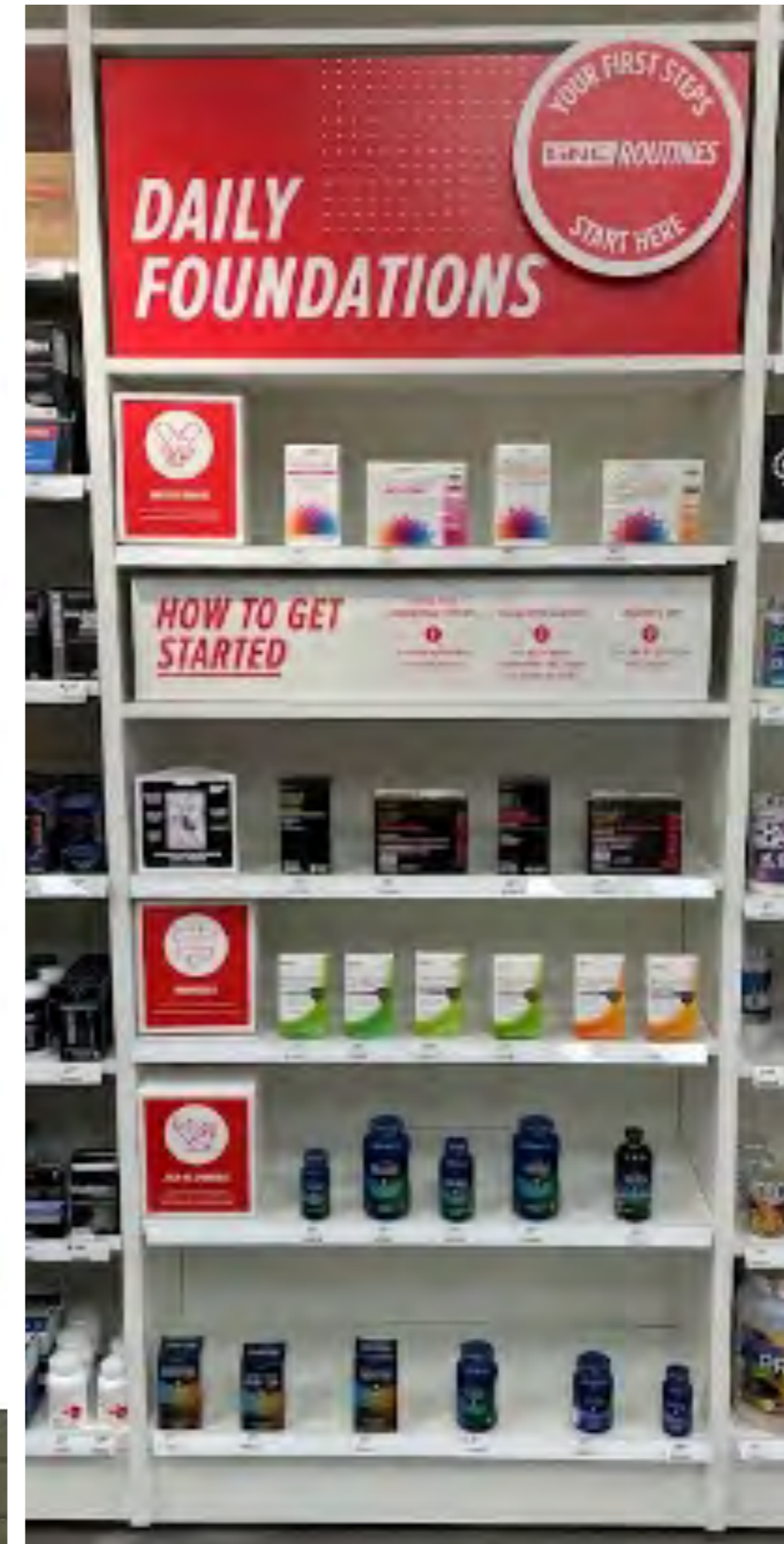
<p><b>STRESS &amp; SLEEP</b></p> <p><b>ASHWAGANDHA</b> Supports a healthy response to manage everyday stress</p> <p><b>ST. JOHN'S WORT</b> Supports a positive mood balance and general well-being</p> <p><b>VALERIAN ROOT</b> Promotes relaxation and restful sleep</p> <p><b>ACETYL L-CARNITINE</b> Supports a positive mood balance</p>	<p><b>DIGESTIVE HEALTH</b></p> <p><b>GINGER</b> Calms the stomach and provides support for healthy digestion</p> <p><b>CAYENNE</b> Provides dietary support for healthy digestive function</p> <p><b>ACTIVATED CHARCOAL</b> Promotes natural digestive relief and absorbs toxins</p> <p><b>SENNA</b> A natural digestive stimulant</p>	<p><b>ENERGY &amp; FOCUS</b></p> <p><b>B-VITAMINS</b> Play a key role in energy production and metabolism</p> <p><b>GUARANA</b> A natural energizing herb</p> <p><b>IRON</b> Essential for energy utilization and muscle function</p> <p><b>GREEN TEA</b> Contains EGCG for herbal metabolism support</p>
<p><b>IMMUNE SUPPORT</b></p> <p><b>VITAMIN C</b> A powerful and protective antioxidant for immune health</p> <p><b>ZINC</b> An essential mineral with immune supporting benefits</p> <p><b>ECHINACEA</b> Traditional herbal defense to support natural resistance</p> <p><b>GOLDENSEAL</b> An herbal supplement known to support natural resistance</p>	<p><b>HEART HEALTH</b></p> <p><b>NIACIN</b> Supports a healthy blood lipid profile</p> <p><b>L-ARGININE</b> Fuels nitric oxide production which helps maintain blood vessel tone and enhances blood flow</p> <p><b>GARLIC</b> Provides dietary support for normal healthy cardiovascular function</p> <p><b>VITAMIN E</b> Antioxidant protection and support for heart health</p>	<p><b>BONE HEALTH</b></p> <p><b>CALCIUM</b> Essential for building strong teeth and bones</p> <p><b>VITAMIN K</b> Helps the body transport calcium</p> <p><b>VITAMIN D</b> Enhances calcium absorption for healthy teeth and bones</p> <p><b>MAGNESIUM</b> Bone building benefits and support for healthy teeth</p>



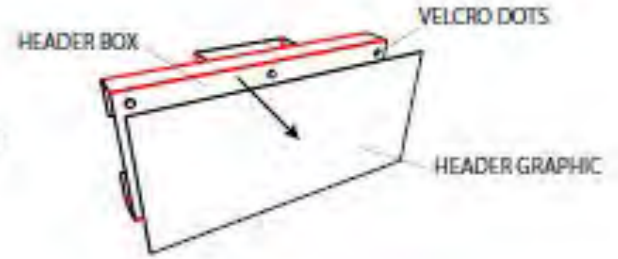



# Daily Foundations Wall Display

We needed to find a solution to introduce customers to our new Subscription Program called **GNC Routines**. We re-merchandised an entire wall to bring foundational product categories together for a one-stop shopping approach; improving the customer navigation.

Highlighting each category helped to educate customers to **buy more confidently**. This was an instant Store Associate **selling tool** to drive incremental sales through UPT and ATT.



## ROUTINES/DAILY FOUNDATIONS WALL: INSTRUCTIONS

- 1) Remove existing header graphic from header box by pulling outward to disengage velcro dots.
 
- 2) Attach new header graphic by aligning velcro dots on back to velcro dots on header box. Apply pressure to secure.
 
- 3) To attach lug on, align adhesive blocks on back of lug on to white knockout squares on header graphic.
 
- 4) Press on adhesive areas to ensure lug on is securely adhered to header graphic.
 



## Floor plan, Fixtures and Signage Placement

Part of creating the in-store experience is knowing and understanding the space you have to bring the concept to life.

Working closely with Store Planning, I was able to work with my team of Space Analysts and 3D Designers to version out different floor plan and planogram layouts for the select **400 door launch**.





# Private Brand Marketing Elements

Working with Marketing and Branding, I gained approval for all conceptual collateral, copy and FPO imagery. This final piece brought the Lab Store experience together for the Executive Team.

For the first time ever, stores used in-wall graphics to educate customers on fit and styling to aid the shopping experience. This broke up and disrupted the current mannequin presentation and differentiated the brand from all other private label presentations.

**PORTAL WALL FACE-OUT SIGNS**  
NAVIGATION AND INFORMATION TO FEATURE PRODUCT UTILIZING VRST ICONS



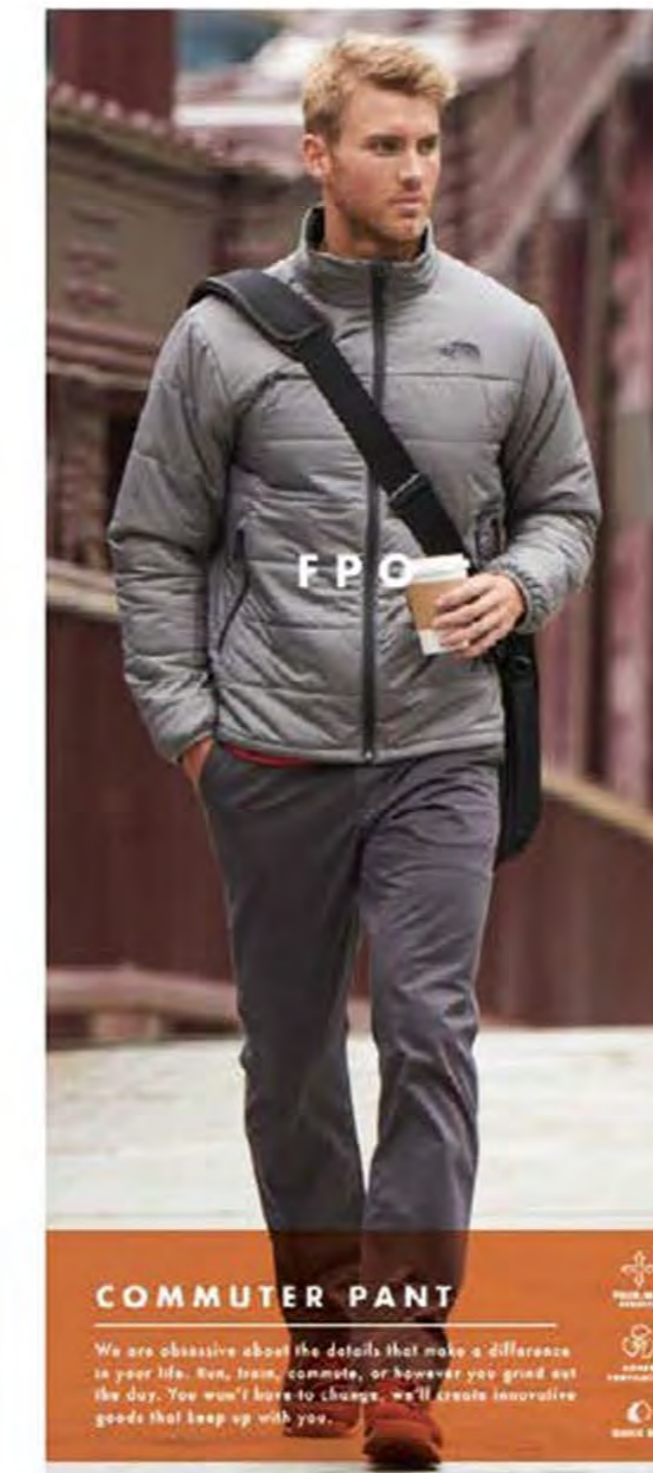
**TABLE GRAPHIC**  
PRODUCT LEVEL FEATURE AND BENEFITS LEVERAGING VRST ICONS



**IN WALL GRAPHICS**  
SUPPORTS LOOKS, FEATURES AND BENEFITS. LEVERAGES VRST ICONOGRAPHY



OPTION 1A



OPTION 1B

**H-FRAME GRAPHIC**  
LIFESTYLE IMAGE TO RELATE DIRECTLY TO THE APPAREL



**BANNER**  
IMAGERY TO SUPPORT COLLECTION





# Communications & Operations

03

# New Playbook & Seasonal Kit Preparation

To improve in-store seasonal kit execution we worked to improve **playbook communication**. My team iterated and tested numerous document versions with modified visuals, content and layouts.

Over **10 months of field testing** and focus groups, research backed that separating the playbook into rounds **per promotional period** was the key to higher compliance, engagement and comprehension. We took it as far to have a separate document that highlights each seasonal marketing kit contents and building in specific time for stores to check in, organize, discard and order.

These measures **drastically improved** store experience execution and they now act as a training, learning and reference tool for Store Coaches.



# GNC TV Store Communication

Worked with Store Operations and Video Production to develop and deliver instructional videos for large project initiatives including:

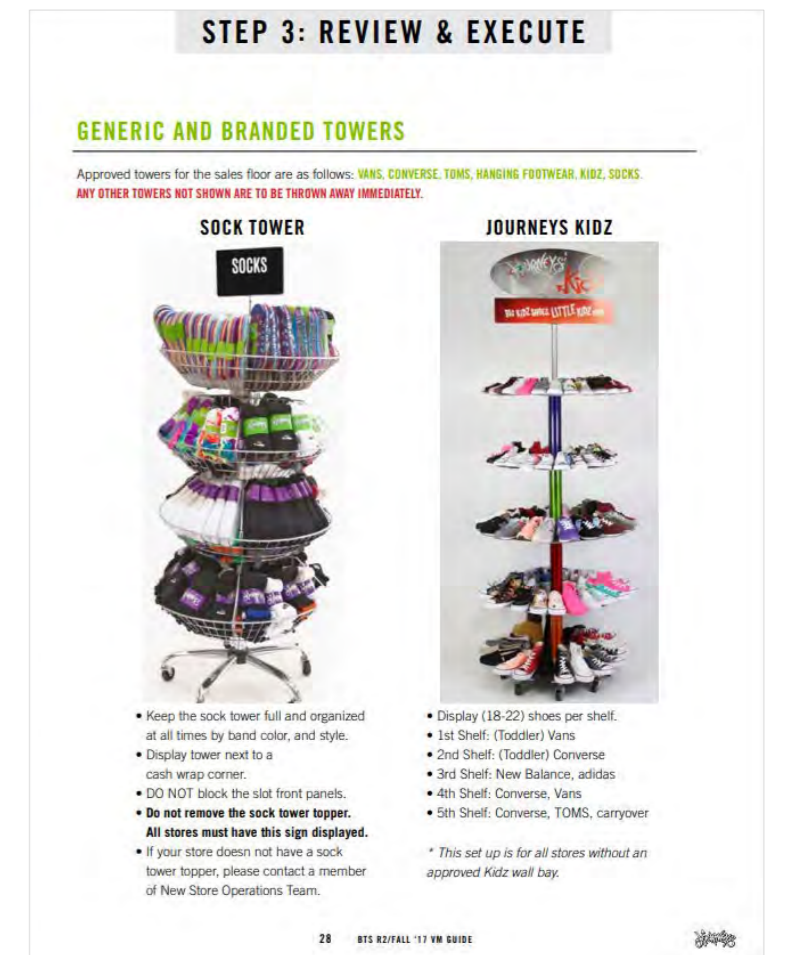
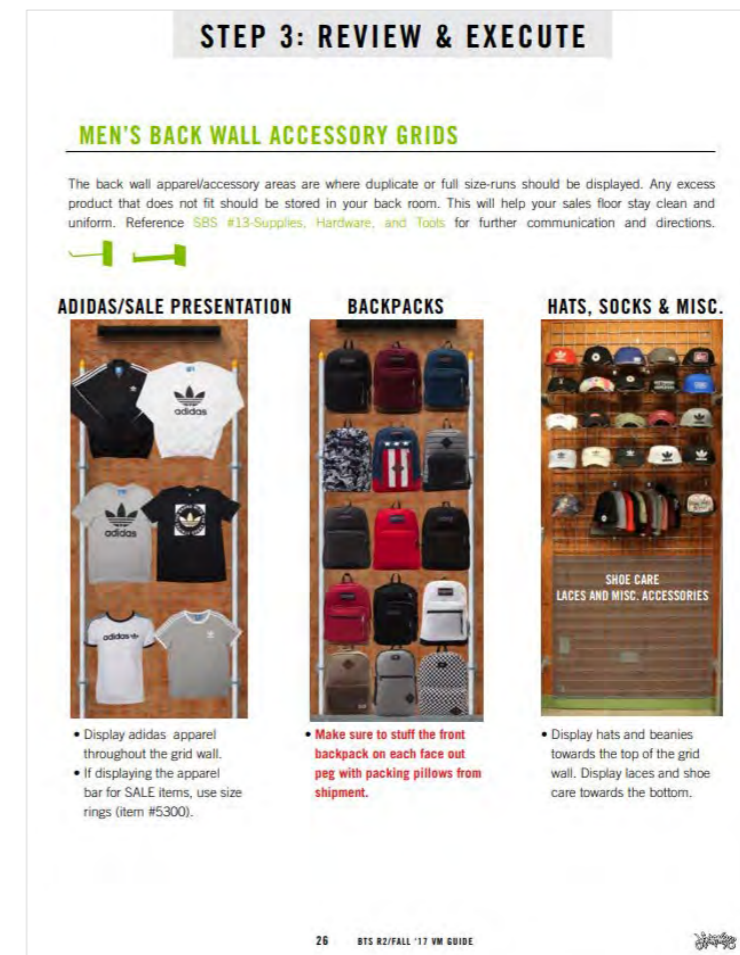
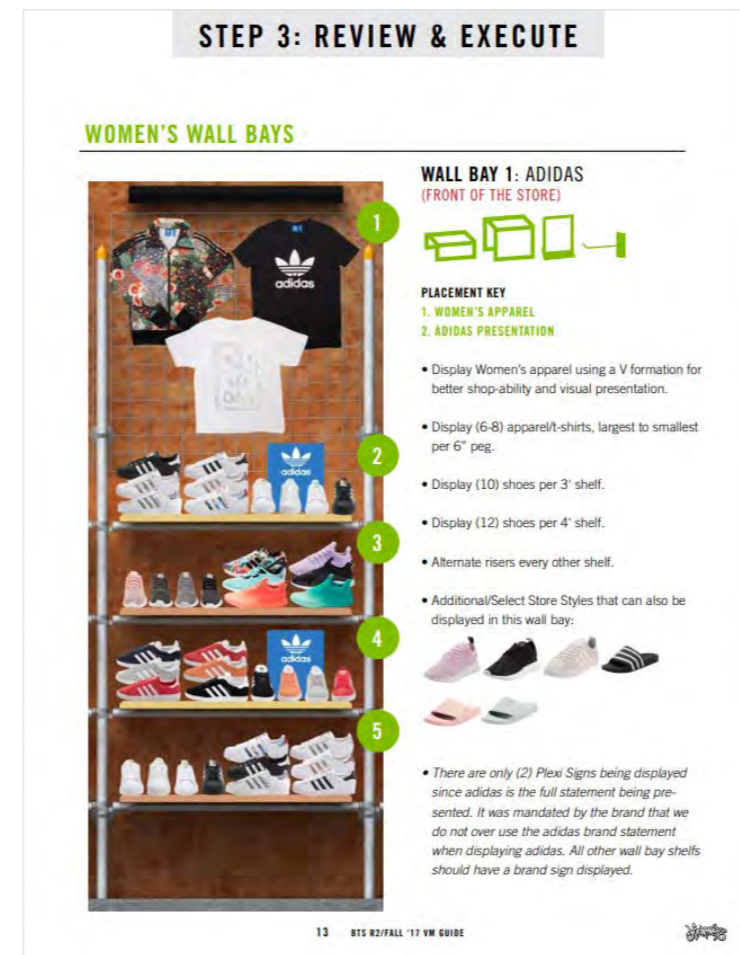
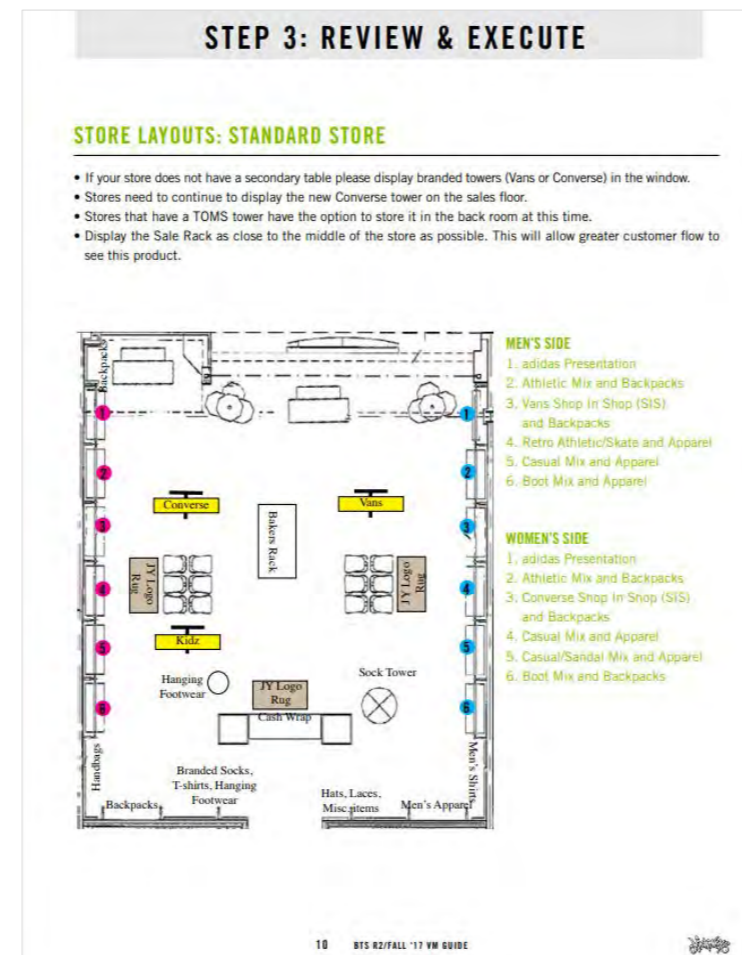
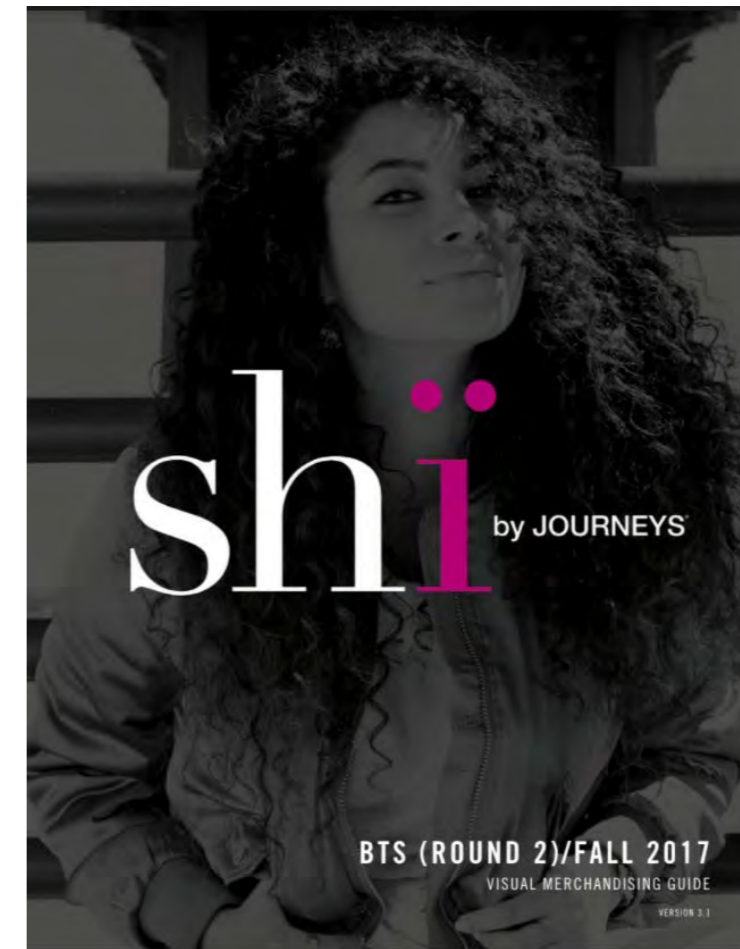
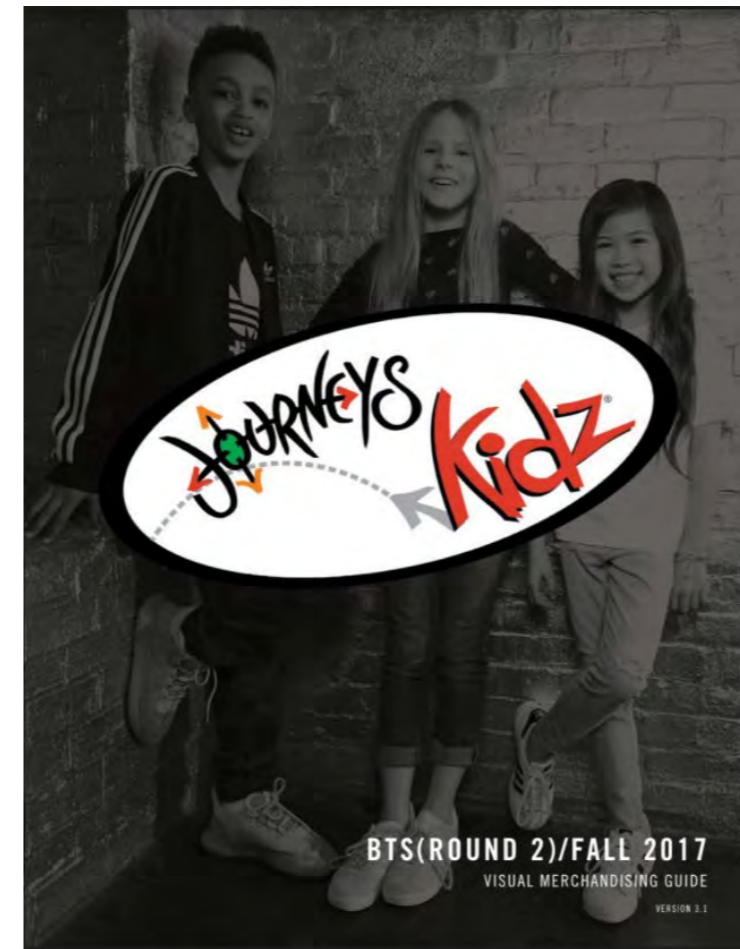
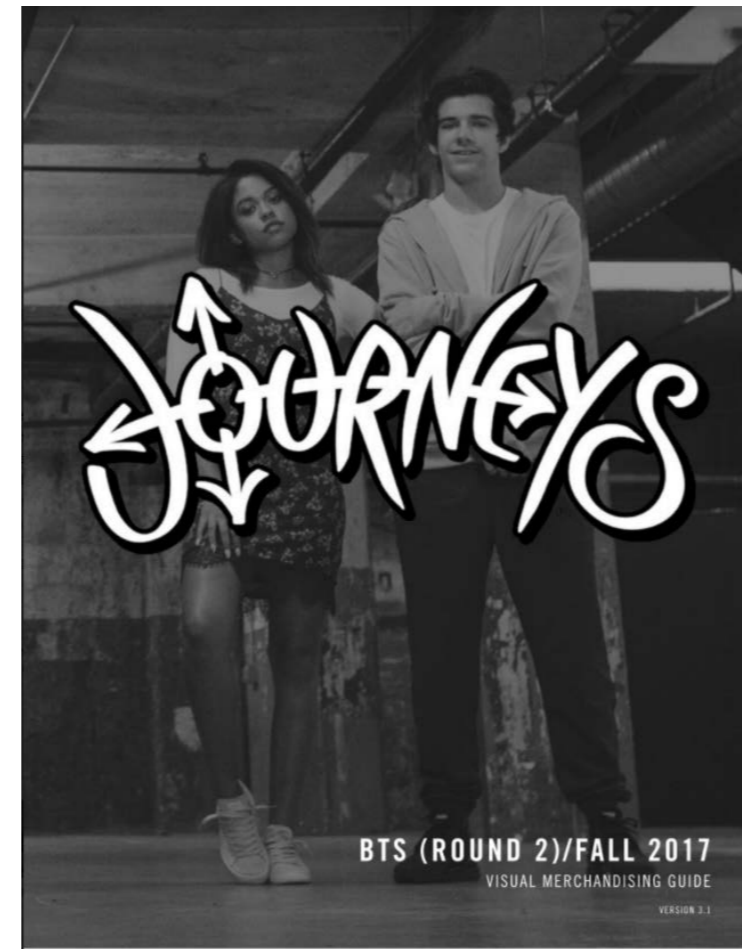
- Clearance
- Storage Box
- New Playbook & Kit Prep Documents
- January Major Floor Moves



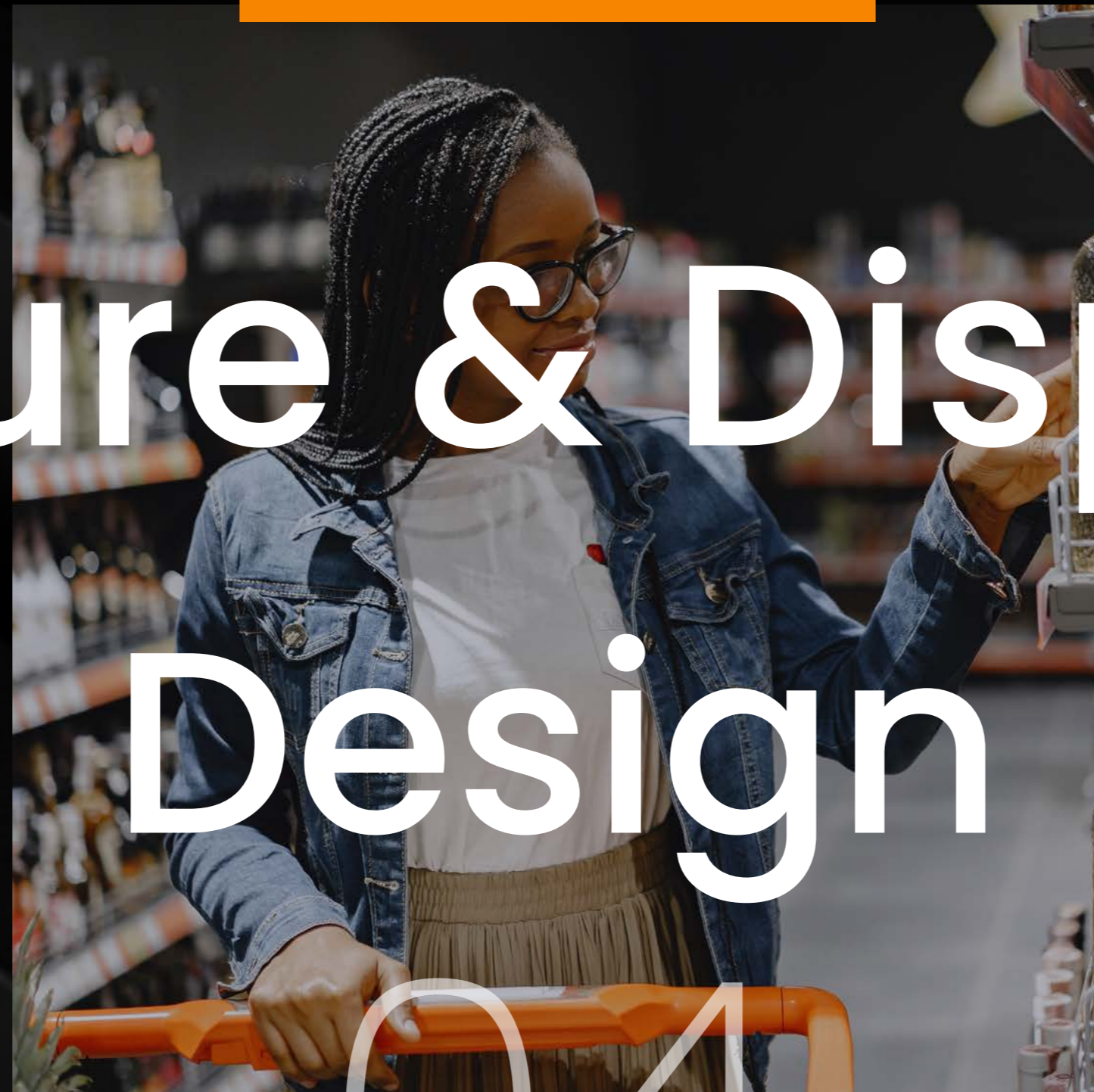
# Visual Merchandising Guides and Standards

Introduced new visual communication during my tenure. Built set templates for all **4 Journey's brands** which trained and guided stores on all seasonal changes, brand launches, company expectations, visual and operational standards and introduced a "keep and throwaway" section. This helped minimize incorrect signage being displayed, increasing accuracy and reducing POP reorder requests by **44%** from the previous year.

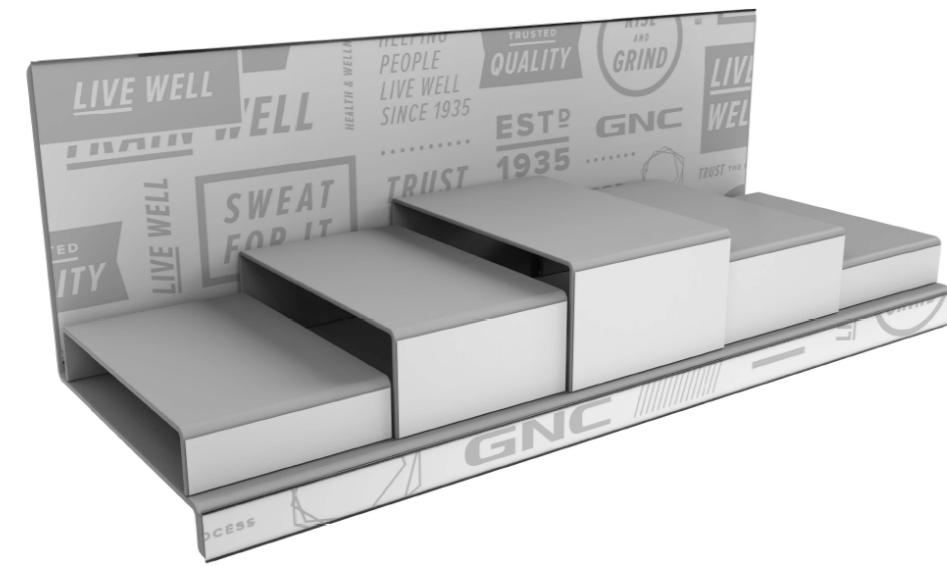
Introduced new Visual Standards called "Step by Steps". This action drastically improved in-store visual execution **company-wide** on branded launches, seasonal changes, POP display accuracy, product presentation, window displays to field leadership and associate training.



# Fixture & Display Design



04



### RISER SET SHELF DISPLAY

Engineered an on-shelf display that promotes GNC launch and hero products by highlighting features and benefits of each product category.



### DIMENSIONAL FEATURE ENDCAP

To draw customers into GNC seasonal priority products, we designed a semi-permanent endcap display to better feature the products.



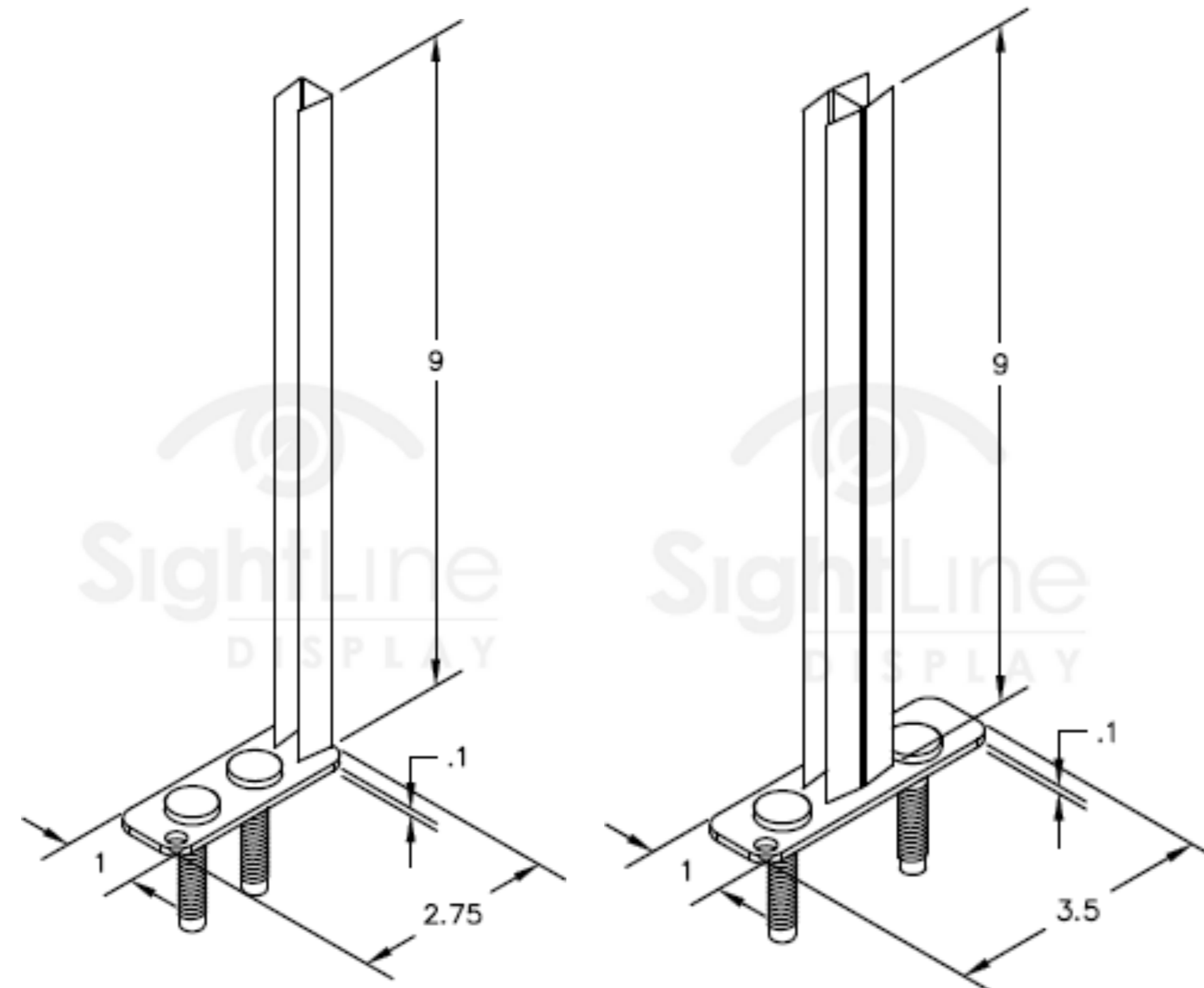
### LAUNCH POP DISPLAY

Partnered to engineer proprietary die lines with Outform Display to rapidly product in-store GNC launch display presentations. (Benefiting 3rd Party Partners)

## Sustainable Fixture Solutions

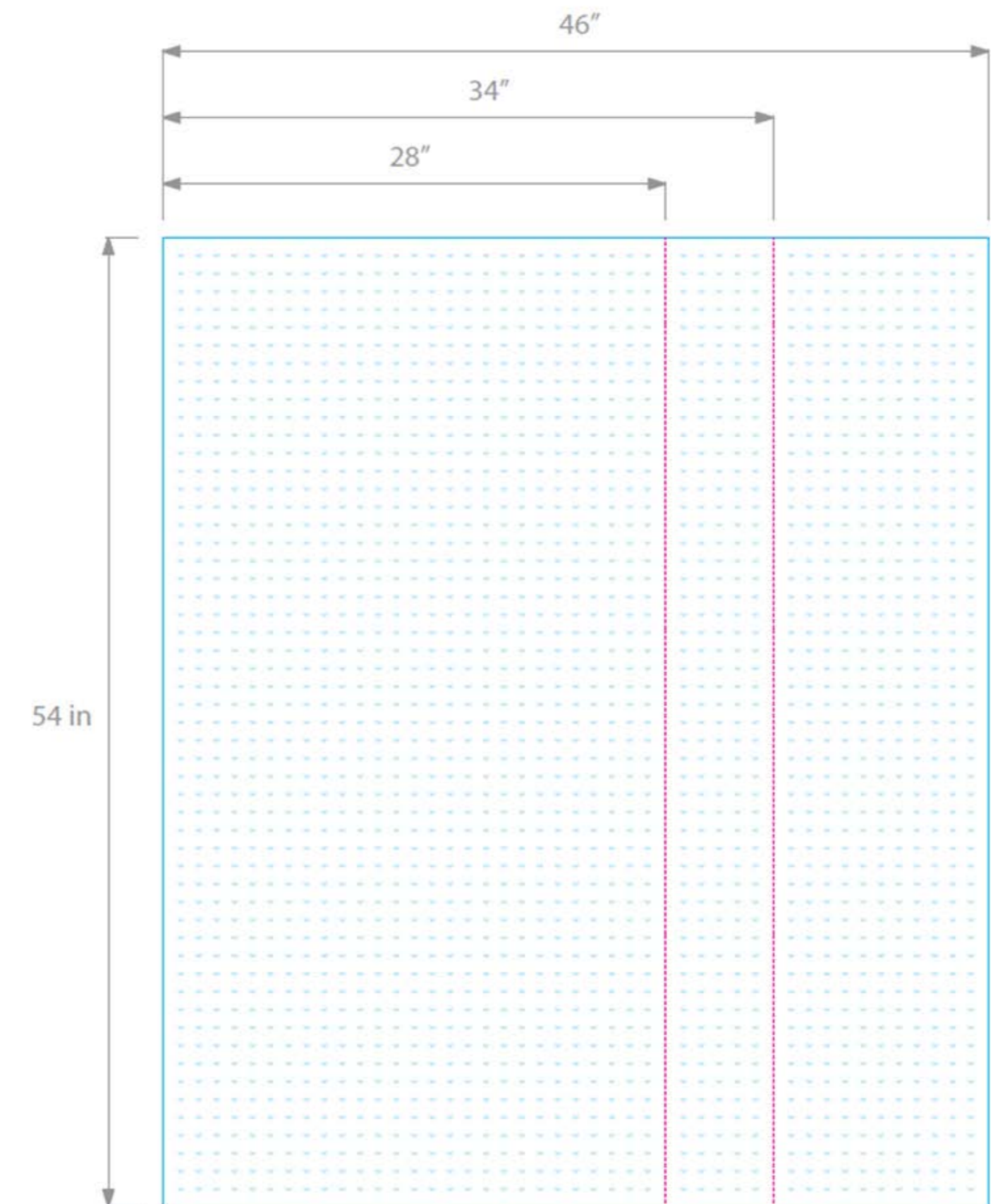
Created, tested and rolled out a fixture solution for all new and remodeled stores seasonal pads. This allowed stores to continue to display all seasonal POP without waste or damage and without the need for other temporary fixtures. The rollout, **saved over \$300,000** in 2019 and allowed little disruption to construction changes. Additionally, saving on POP remedies for reprints and shipping.

Adding to the company's sustainability efforts, I prototyped a new perforated backer paper to save on all yearly rollout costs **company wide**. Using this method cut down on print and shipping costs and allowed the stores to properly size and display (with little to no damage) the backer paper on store specific gondolas. In the first fiscal year, the changes **saved the company \$875,000**.



### MULTI-PERF BACKER PAPER

Partial-perf backer paper w/2 full-length perforation lines

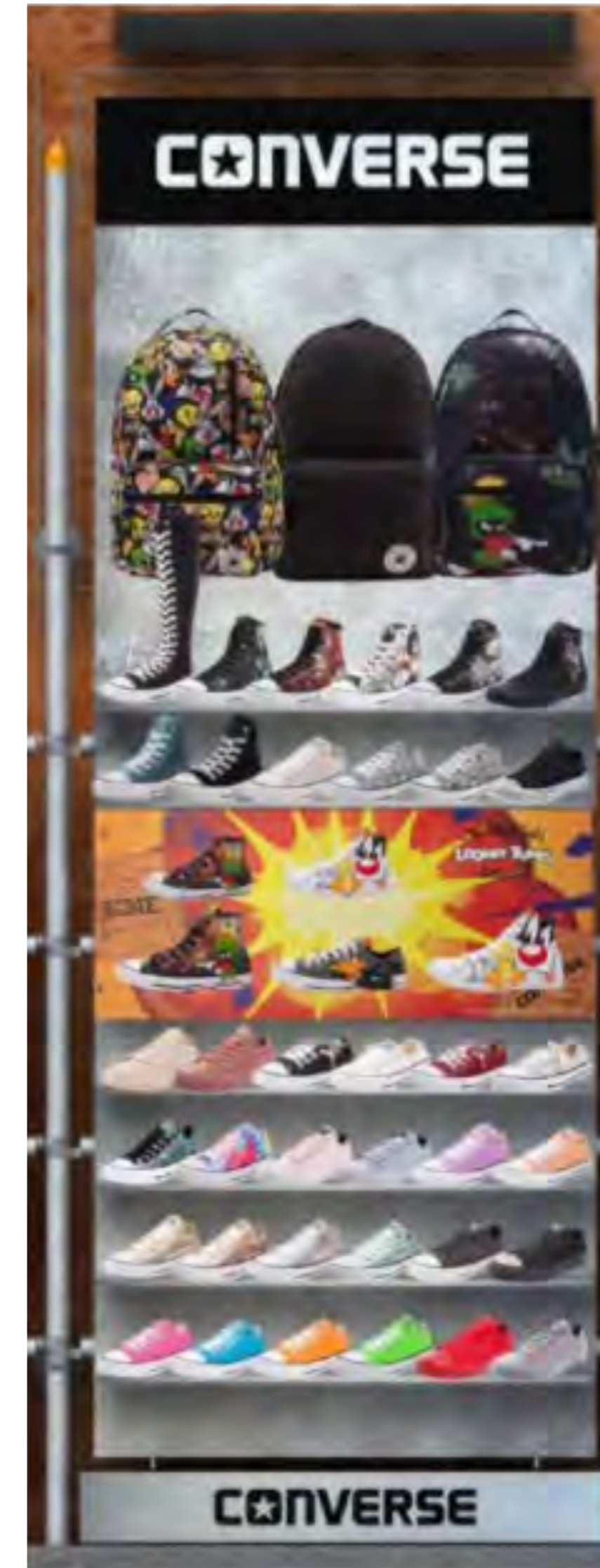
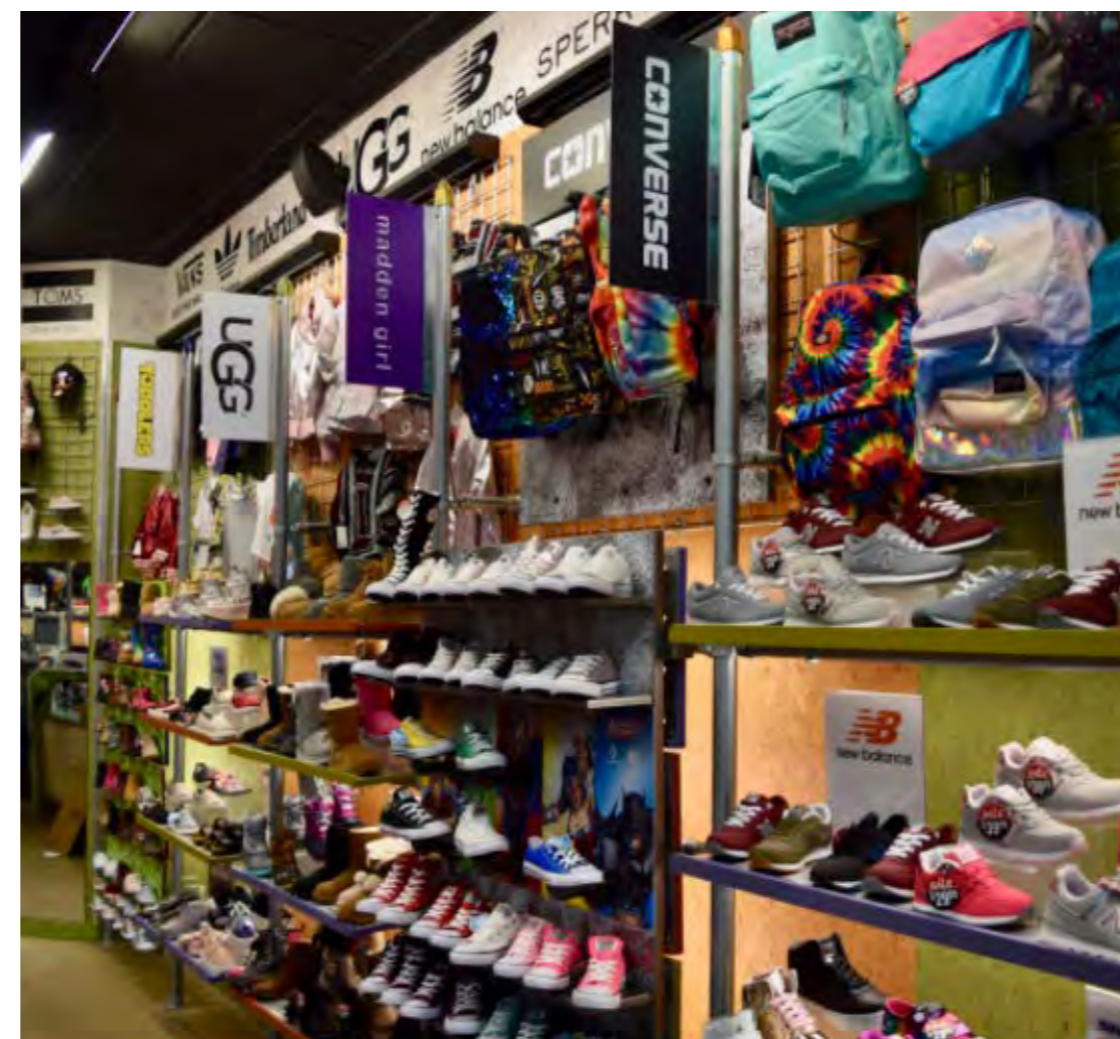


JOURNEY'S

## Brand Shop in Shop Displays

Based on increased sales, I was able to work closely with both **VANS** and **Converse** to create company specific Shop in Shop units for all Journey's stores. This helped increase visual standards, create impactful destinations, build strong brand partnerships and **increase total sales company-wide.**

I also worked closely with Store Operations and Procurement to successfully execute the company-wide rollout that consisted of the United States, Canada and Puerto Rico at an **87% shipping and install success rate.**



## CAREER HIGHLIGHTS

### VISUAL STANDARDS CREATION

Worked with Store Operations and Executive Leadership. Created, tested and implemented the Step By Steps Visual Standards for company-wide roll out for The Journey's Group. This consisted of building separate visual standard guides and training material for 3 divisions, over 1,300 stores nationwide, in Canada and Puerto Rico.

This drastically improved in-store visual execution company-wide on branded launches, seasonal changes, POP implantation accuracy, product presentation, window displays to field leadership and associate training. Won the highest company performance award "The Attitude Award." The Visual Standards are still used to this day and have helped evolve a Customer Experience culture.

### BID PROCESS IMPROVEMENT

Introduced a Project Overview Summary to all Vendor Bids, which shared crucial details on each in-store marketing project. This summary allows the print vendors to bid more accurately on pricing, production and shipping.

Worked with cross-functional partners to develop a termed bid process where we would estimate our cost, year over year, on all seasonal campaigns. The print vendors would bid for the entire term, not by campaign. This proved to be extremely beneficial to the visual budget and aligning with procurements cost-cutting goals. We saved over \$2 million in total cost for all seasonal projects, which was a 54% savings over last year. This process is now the standard with all vendor bids company wide.

### NEW STORE OPENINGS

Led the New Store Openings Team in the Maryland, DC, Virginia District for H&M. Partnered with Real Estate/Store Planning, Construction and Corporate Operations. Developed a new process for multi-store same date openings. Splitting the New Store Team into two separate task forces, creating a seamless transition from store to store.

This helped to increase productivity, exceeding turn-key dates by up to three days. Allowing for more thorough inspection/readiness and for the teams to complete a best in class US/Northern Region 18 Grand Openings and 8 multiple same day openings with 95% accuracy within an 11 month rollout execution.

ASSOCIATED  
BRANDS

VANS

H&M

PAC SUN



meijer

SPERRY 



Disney

Walmart 

JERNEYS

Timberland 



GNC  
LIVE WELL

GHOST 

Alani 

VITAL PROTEINS®

2022

THANK  
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JAY M TRAN  
PORTFOLIO

c : +1 717 756 9890  
e : jmtran30@gmail.com

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