Ethan Kowalski

Visual Merchandising Specialist

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SUMMARY

Visual Merchandising Specialist with 4 years in visual merchandising, setting visual standards and store layouts for a 9-store outdoor retailer in western Pennsylvania. Rolls out window displays, signage installation and planograms each season, and trains store teams to hold the look between visits. Brings attention to detail and Adobe Illustrator skills to every sign package.

SKILLS

- **Visual Merchandising**
- **Visual Standards**
- **Store Layouts**
- **Window Displays**
- **Signage Installation**
- **Planograms**
- **Adobe Illustrator**
- **Microsoft Excel**
- **Attention to Detail**
- **Communication**

EXPERIENCE

Visual Merchandising Specialist

04/2024 - Present

Three Rivers Outfitters

Pittsburgh, PA

Outdoor gear and apparel retailer with 9 stores in Pennsylvania and Ohio.

- Evaluate **9** stores on a 3-week rotation against visual standards and fix gaps on site.
- Launch 4 seasonal window displays and floor changes a year, each installed chain-wide within 10 days.
- Design sign packages in Adobe Illustrator and manage signage installation for 300+ pieces per season.
- Train 25 store associates a year on folding, facing and planograms, raising audit scores from 82% to 93%.

Visual Merchandiser

07/2022 - 03/2024

Allegheny Home & Hearth

Pittsburgh, PA

Furniture and home decor store with a 30,000-square-foot showroom.

- Staged **20** furniture vignettes in the showroom each quarter, following store layouts set by the owner.
- Refreshed accessory displays weekly, which raised accessory add-on sales 12% in 2023.
- Logged display costs in Microsoft Excel and kept spending under a $3,000 quarterly budget.
- Photographed finished vignettes for the store website and social media posts.

Retail Associate

09/2020 - 06/2022

Shadyside Gift & Paper

Pittsburgh, PA

Part-time gift and stationery shop role during college.

- Designed **12** seasonal front-table displays a year, using the store's chalkboard signs and props.
- Arranged new stationery lines by color and price point within a day of each delivery.
- Counted about 2,000 gift items each quarter and flagged slow sellers for the owner's markdown list.

EDUCATION

Bachelor of Science

La Roche University

Graphic and Media Design

Pittsburgh, PA

05/2022