Waverley Grainger *(B Des Spa)*

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I am a dedicated and creative Design Coordinator with over 13 years of experience in Luxury Retail Visual Merchandising in the UK and international. With a proven track record of delivering all aspects of retail projects including Property Design, Visual Merchandising design concepts, and in store creative pop ups & scheme launches. I understand the importance in turning Design briefs and strategies into exceptional projects.
I have a demonstrated history leading and coordinating teams to produce and deliver exciting and experiential retail solutions. My attention to detail ensures that the resulting display and projects match the concept and is executed to the highest standard.

Key Career Achievement

Key member of the Design team that worked with FAO Schwartz on creating and delivering the London Flagship store within Selfridges.
While working as the Senior VM, coordinated closely with the design team to deliver a new luxury Candle department.
Delivered successful and exceptional Christmas department's for 8 years running
Created and delivered VM brand proposal and Install guidelines for the Creative Presentation department in Oxford Street.
Delivered Visual Merchandising guideline packs for the entire Selfridges Oxford Street store.
Created and implemented Australia and New Zealand VM guidelines for Macpac
Presented with Awards at Selfridges for my passion for sustainability & ability to Lead and deliver projects.

Key Competencies

Capability to use judgement under pressure to provide innovative solutions.
Collaborative, with a proven track record of people management, liaising between departments, brands, franchisees, suppliers, consultants & contractors.
Communication, managing suppliers, build strong relationships with stakeholders, short timelines and flex style and approach to suit timelines and projects.
Passion for customer experience and delivering exceptional projects
Competent with AutoCAD, InDesign & Photoshop

Career History

Design Coordinator - Selfridges Retail Ltd – London, UK
August 2019 - current

Manage collation and production of design guidelines for departments, projects and brands
Co-ordinate & produce strategic project plans – walkways, sight lines, fixture zones, signage, light boxes, liaison and interfaces with other projects
Manage the approval of brand shop fit projects through concept and detailed design stages as well as liaise with brands throughout concept, detail, and design phases through to project completion alongside the Project Manager

Senior VM Projects Specialist - Selfridges Retail Ltd – London, UK
October 2016 – August 2019

Co-ordinate and Design VM kit for department pop ups and New Departments
Manage and Design Calendar events (such as Valentine's Day) site and department edits within Oxford Street store
Liaise closely with Brands on their Proposals and right through to install
Own and roll out critical paths and timelines on projects
Work closely with external and internal parties such as Suppliers and Interior Designers to deliver projects on time and in budget
Involved in developing and training of in-store VM's on merchandising standards, space planning and store layout and other VM techniques
Supervising accurate execution of in-store VM display and standards
Continuing to producing updated store-wide VM guidelines which are issued to Retail Operations and Concessions to ensure consistency of visual standards across store
Maintaining a budget and negotiating with suppliers of visual materials, props and fixtures
Share knowledge and learnings across Regional stores
Leading and motivating the team to complete displays to tight deadlines and budgets
Head Office Lead for Sustainability Group - Green Warriors

Senior Visual Merchandiser - Selfridges Retail Ltd – London, UK
July 2013 – October 2016

Maintaining a budget and negotiating with suppliers of visual materials, props and fixtures
Leading and motivating the team to complete displays to tight deadlines and budgets
Overseeing and creating in-department scheme and fixture design from concept to production
Involved in developing and training of in-store VMs on merchandising standards, space planning and store layout and other VM techniques
Planning and coordinating the VM calendar for the calendar events, schemes and special installs
Shadowing Line Manager in all areas as well as supporting her in managing our team of six VM's

Visual Merchandising Specialist - Selfridges Retail Ltd – London, UK
July 2009 – July 2013

Assistant Store Manager - *Macpac – Brisbane, Australia*
October 2008 – May 2009

Visual Merchandiser- Moule – Vancouver, Canada
February 2008 – May 2008

Visual Merchandiser - Homewerx – Vancouver, Canada
September 2007 – April 2008

Education

Bachelor of Art and Design, Major: Spatial Design, minored in Fashion Design
Auckland University of Technology, Auckland, New Zealand
2002 - 2004

Awards

2020 - Selfridges: Our People - Sustainability Award for Inspiring Change
2017 - Selfridges: Our Environment - Sustainability Award for Inspiring Change
2016 - Selfridges: Our People - Lead & Inspire Award for a VM Property Project

Volunteering

Vice President for Tooting Women's Institute, Shout online Counsellor, Little Village and Mitcham Community Orchard & Gardens

Interests

Snowboarding, Mountain Biking, Hiking & Interior Design. I also worked as a Senior Camp Counsellor for four Summers in Upstate New York as well as volunteering as a children's telephone counsellor for Kidsline in New Zealand.