
Ralph Boaz

Visual Merchandiser Designer

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Portfolio - **ralphboaz.com**

Visual Designer & Retail Planner focused on high-impact, brand-aligned environments. Expert in Adobe Creative Cloud, Revit, and SketchUp with a track record of driving sales performance through strategic cross-team collaboration.

EXPERIENCE

Verizon, New York - *Visual Merchandiser Designer*

Sept 2022 - Dec 2025

- Developed merchandising strategies for several store types. Championed a premium and comprehensive customer journey. Ensured merchandising consistency across channels and several store types. Instituted merchandising standards and best practices.
- Designed several retail store display systems to showcase active demos and custom packaging design. Drove a 20% increase in sales by designing, implementing, and optimizing visual merchandising displays.
- Supported the design and merchandise planning of eight retail formats. I partnered with several stakeholders, researched trends and collaborated on product placement.
- Facilitates monthly executive walkthrough setups in showrooms. Ability to generate creative work and manage budgets. Manages fast-paced timelines and monitors deadlines. Maintains department libraries, specifications, and archives.
- Worked with vendors to create store activations and visual guidelines.
- Established a visual guide that cascaded across 2000 direct and 400 indirect stores.

Ikea, New York - *Visual Merchandiser Designer*

Aug 2020 - Sept 2022

- Developed marketing materials in an effective way in order to steer the customer journey. Optimized our sales priorities and forecast activities each promotional change.
- Directed multi-department visual merchandising initiatives, overseeing execution, stakeholder collaboration, and compliance with brand presentation standards.
- Developed and executed sales steering, selling the by range grouping, pricing, range management and launches.
- Designed inspiring store solutions for an easy and convenient shopping experience. Created marketing materials across customer journeys. Increased conversion percent by balancing deep knowledge consumer buying behavior, store layout, range presentation and local market knowledge.

Davaco, New York - *Field Visual/ Merchandise Coordinator*

June 2017 - July 2019

- Managed Nike showroom. Generated sales by increasing ease of shopping ease across store types. Created windows and merchandise displays within visual guidelines.
- Wrote visual merchandising direction and assembled product illustrations into presentations for visual presentation guidelines. Distributed directives to over 500 stores, increasing productivity and conversion.
- Managed the seasonal product process for all set-ups.

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- Directed and supervised employees engaged in sales, inventory-taking, reconciling cash receipts, or in performing services for customers. Performed work activities of subordinates, such as cleaning and organizing shelves and displays and selling merchandise.
 - Established and implemented policies, goals, objectives, and procedures for their department.

EDUCATION

Art Institute of Dallas , Dallas, TX - *Fashion Design/ Fashion Retail Marketing* - AA

SKILLS

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| ● Visual Merchandising | ● Team Training and Development |
| ● Auto-desk Revit | ● Time management |
| ● Sketch-up | ● Visual Merchandising Strategy |
| ● Retail Sales Campaigns | ● Showroom Management |
| ● Merchandise Planning | ● Cross-functional Collaboration |
| ● Brand Image Alignment | ● Project Management |
| ● Corporate Visual Objectives | ● Retail Store Design |
| ● Proficient in MS/Google Office | ● V- Ray 3D Visualization |