

JEREMY JOSEPH MOSER

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DESIGN / CREATIVE LEADER

Global Luxury Visual Merchandising ■ Store Design ■ Product Innovation

Repeated success in growing revenue, strengthening brand positioning, and cutting costs.

Entrepreneurial strategist with 25+ years of leadership and design experience including broad industry expertise and a talent for influencing employees at all levels of an organization. Out-of-the-box thinker offering unique fresh perspectives, leveraging extensive background in the beauty industry (skincare and cosmetics) and additional successes in pet products, action sports, and home goods. Innovative problem solver, equally comfortable in start-ups, rapid-growth, or Fortune 500 companies.

Core Competencies include:

- Merchandising Displays
 - Retail Fixture Design
 - Strategy Development
 - Project Management
 - Brand Positioning
 - New Product Design
 - Budget Management
 - E-commerce Models
 - Conceptual Rendering
 - Process Reengineering
 - Team Leadership
 - Social Media Marketing
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CAREER HISTORY

PROFESSIONAL JOURNEY, Appleton, WI

2020 to 2025

Creative Director / Business Development / Designer

I relocated from Los Angeles to Wisconsin during the pandemic to fulfill family obligations and accepted positions outside my design background out of necessity. These roles proved valuable - I developed new skills, adapted quickly, and performed well. However, this experience also clarified what I truly value in my career: the opportunity to apply my design training and passion for creative problem-solving. These years reinforced that while I'm capable of succeeding in various fields, my professional fulfillment comes from work that leverages my design background and allows me to contribute in the ways I'm most passionate about.

- Suess Electronics - Brand Ambassador / Business Development
- Thrive Architects - Creative Director, Business Development
- Vande Hey Landscaping - Retail Management, Business Development, Product Innovation

HOURLASS COSMETICS, Venice, CA

2015 to 2019

Director of Global Visual Merchandising & Store Design

Recruited by rapidly expanding global cosmetics company and charged with building merchandising function by establishing all systems, processes and budgets. Led internal team and oversaw 15 vendors to manage 22 fixture designs, 31 unique 'shop-in-shops,' and 2 flagship doors for 1,000 global locations. Controlled \$11M budget.

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- Played a key role in 100%+ growth of company, from 500 to 1,000 retailers during tenure.
- Transformed department performance—eliminating missed deadlines and clearing work backlog in 6 months.
- Reduced costs 15% by cutting vendors 50%, streamlining workflow, and implementing new inventory practices.
- Slashed reporting time from 30 to 4 minutes by automating data collection with cloud-based survey software.
- Led massive global store fixture rebranding—updating 800 stores, including 400 Sephora outlets in 9 months.
- Sourced new materials that reduced costs 20% and accelerated door growth production 50%.

MURAD SKINCARE, El Segundo, CA

2013 to 2015

Director of Visual Merchandising

Managed all fixtures and displays, set global merchandising guidelines, directed product launch support for stores, and oversaw new flagship store design.

- Won Silver A.R.E. award for store design that provided a launch pad for all new global fixture and shop designs.
- Worked with retail marketing team to develop calendar that ensured all deadlines and budgets were met.
- Grew Massage Envy sales 11% by introducing new detailed 3D schematics and leading program deployment.
- Infused smart technology into flagship store while maintaining California/Clinical brand position.

NORTH AMERICAN PRODUCTS, Corona, CA

2008 to 2013

Director of Creative & Fixture Design

Originally hired to design cat furniture for this pet products manufacturer but ultimately assumed accountability for all creative including new product and fixture design. Subsequently focused on producing retail fixtures—developing strategic plan, marketing materials, new website, and trade show display.

- Added \$5M in annual revenues by launching new business (retail fixtures) division.
- Generated \$200K in sales by designing new endcap program for 1,300 PetSmart stores.

DERMANEW, Beverly Hills, CA

2005 to 2007

Director of Marketing & Creative

Transformed under-performing function, selecting and leading team of 6. Repackaged entire brand (50 SKUs), introduced new products, created a stand-alone product for infomercials, and launched in Ulta and 5 European countries.

Early Career:

Director of Visual Merchandising – Purebeauty, Encino, CA

Planogram Coordinator – Robinson's May, North Hollywood, CA

EDUCATION

AA, Fashion – Institute of Design and Merchandising, Los Angeles, CA

ADDITIONAL CREDENTIALS

Computer Skills:

SketchUp, iOs, Microsoft Office, Adobe InDesign, Smartsheet,

Professional Affiliations:

Member - Retail Design Institute RDI

Ambassador - Fox Cities Chamber Of Commerce

Board Member - Bikes for Kids Wisconsin

Awards/Recognition:

Silver award - A.R.E for store design, Murad

Murad Store on the cover of VMSSD magazine

Hourglass Store reviewed in DesignRetail magazine

MVP award for product design - Redbook Magazine

Winner of 4 Pet Product News International Editors' Choice Awards in 2008

Winner of 2 Cat Fancy Magazine Editors' Choice Awards in 2008

Interests:

The Movie RAD, Vintage BMX bikes, home improvements (carpentry), mountain biking, skateboarding