

JAMIE WALTERS

VM Designer
& Assistant VM
Design Manager

DESIGN & TECHNICAL SKILLS

DESIGN:

Concept Development
Retail & VM Environments
Permanent VM
Visual Guidelines
Technical / Production Artwork
Presentation Design

3D:

SketchUp & V-Ray

2D:

Photoshop
Illustrator
InDesign

EDUCATION

BA (Hons) Graphic
Communication
First Class Honours
2018

CONTACT

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PROFILE

I am a VM Designer & Assistant VM Design Manager with experience across luxury fragrance, beauty and retail. Within Estée Lauder Companies' RDDC, I primarily work across Frédéric Malle and Kilian Paris, alongside projects for Tom Ford, Jo Malone London and Le Labo.

I design and deliver projects from concept and visualisation through to production and installation, adapting global creative direction for the UK market, while considering customer experience, commercial requirements and the practicalities of individual retail spaces.

My previous shop-floor experience in Harrods and Selfridges has given me a strong understanding of luxury retail from both a customer-facing and design perspective.

PROFESSIONAL EXPERIENCE

ESTÉE LAUDER COMPANIES

VM Designer & Assistant VM Design Manager

Frédéric Malle / Kilian Paris / Tom Ford / Jo Malone London / Le Labo

October 2022 - Present

- Manage and deliver VM projects from initial brief through to production and installation, working closely with global brand teams, UK commercial teams, retailers and suppliers.
- Develop and adapt seasonal launches, events, counter updates, new store openings and VM concepts for the UK market across both fragrance and beauty.
- Develop design solutions across a range of retailer formats and scales, from permanent VM and counter updates to launches, events and temporary sites.
- Work on store design and permanent VM projects for Frédéric Malle and Kilian Paris, developing layouts and design solutions for a range of retail environments.
- Present creative concepts and design proposals to senior stakeholders, while managing freelancers and external suppliers through design, production and delivery.
- Produce SketchUp models, renders, artwork and visual guidelines for national rollouts and retail sites, ensuring each project remains consistent with each individual brand identity.

Selected projects include: Frédéric Malle x Acne Studios across Harrods, Liberty and Selfridges; the launch of Frédéric Malle, Kilian Paris and Jo Malone London into Space NK; Kilian Paris Cocktails Collection and Angels' Share On The Rocks activations; and Tom Ford Café Rose and Eau de Ombré Leather retailer activations.

CHILDRENSALON

Creative Designer

October 2021 - September 2022

- Designed creative assets across social, digital and print campaigns for luxury childrenswear brands including Gucci, Moschino, Burberry, Chloé and Stella McCartney.
- Worked with the creative team on Childrensalon brand guidelines for use across multiple channels.
- Produced regular design work including email layouts, product updates and image retouching.

HAIRBYHER / SBI

Brand & Digital Designer

June 2020 - October 2021

- Designed product packaging, brand assets and digital content for both web and social.
- Led social feed design and supported marketing campaigns with visual and strategic content.

TOM FORD / BCB AGENCY - SELFRIDGES & HARRODS

Fragrance & Beauty Specialist

April 2014 - June 2020

- Worked directly for Tom Ford within Selfridges, alongside agency work across Harrods and Selfridges for luxury beauty and fragrance brands including Dior, YSL, Chanel, Burberry Beauty, Armani and Crème de La Mer.
- Supported VM updates and maintained high standards of visual presentation on counters.