

# Joy Lockerby

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## Senior Visual Merchandising Consultant / Interior Stylist

Expertise in visually defining brands for unique in store experience. Build visually compelling and engaging fashion and home environments. Eye for taking a vision and producing a coveted lifestyle. Translate creative into innovative Retail strategies to drive sales. Create inspiring Interior styling spaces that give everyday beauty to Interior Design and Real Estate projects. Collaborative and creative approach to bring joy in the details.

## Experience

**FOUND&MADE LLC – 2015-PRESENT**  
FOUNDER, [thefoundandmade.com](http://thefoundandmade.com)

FOUND&MADE brings together handmade, artisan and craftsman pieces of joy. We handpick inspired home goods, accessories and furniture for a well loved life. Online and pop-up retail.

Retail brand consulting offering store and visual design, handcrafted furniture and store opening visual merchandising expertise for small business.

**LUCKY BRAND - LOS ANGELES, CA 2010-2014**  
SENIOR VICE PRESIDENT, VISUAL MERCHANDISING

Created and oversaw Visual Merchandising department and brand strategies elevating brand experience for Retail & Wholesale. Developed diverse team of 12 building teamwork, collaboration and dynamic VMS training at headquarters and field. Effectively managed MM dollar rollouts, store openings and visual marketing budgets.

- \*Reinvented brand store experience with new visual design, remodel & store opening prototypes
- \*Created creative lifestyle presentation of categories driving up to 20 percent sales growth and productivity.
- \* Collaborated with cross functional partners to create seasonal marketing campaigns to redefine identity, drive traffic and increase brand awareness.

**VICE PRESIDENT VISUAL MERCHANDISING**

Streamlined visual floor set standards and elevated impactful store execution through innovative and inspiring field training program.

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## **JOY BRUDER DESIGN - SANTA MONICA, CA 2007-2010 OWNER/STYLIST**

Designed and Styled for a mix of residential interiors, prop and wardrobe commercial photo shoots. Clients included: Julie Moody Interior Design, Williams Sonoma Home, West Elm and Pottery Barn.

\* Collaborated on large residential home interior design for California and West Coast inspired projects blending client's personal aesthetic into holistic style.

\* Featured on catalogue covers, seasonal spreads & web for prop, wardrobe campaigns.

## **WILLIAMS SONOMA HOME -SAN FRANCISCO, CA 2005-2007 CONSULTANT DESIGN & PRODUCT DEVELOPMENT**

Consulted with senior Design and Product Development teams evolving product design trends and seasonal concepts. Built big ideas into effective product stories and collections for Catalogue and E Commerce.

\* Rendered and expanded product development into cohesive catalogue spreads and pagination partnering with Creative, Merchandising and senior Design teams.

## **COACH - NEW YORK, NY - 2001-2004 DIRECTOR VISUAL MERCHANDISING**

Directed visual merchandising for 30 new store openings annually for each international and wholesale channels as training guide to streamline opening process.

## **SENIOR MANAGER VISUAL MERCHANDISING - 1999-2001**

Developed regional training program with field merchandise coordinators biannually for improved standards and sales results in 650 wholesale doors.

## **JCREW - NEW YORK, NY - 1992-1999 SENIOR MANAGER VISUAL MERCHANDISING – 1998-1999**

Created visual merchandising direction for Men's, Women's and Accessories tying to national marketing campaigns for brand continuity and sales impact.

## **Education**

BS Advertising, University of Florida, Gainesville, FL