

Laurent Kurz

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SUMMARY

Seeking Freelance Design and Production Team Member role with 15 years of production experience and expertise in set design and quality control. Proven ability in creating 3D drawings and utilizing design software to enhance visual merchandising and display aesthetics. Strong background in managing projects from concept to execution, ensuring high-quality outcomes.

WORK EXPERIENCE

Jung Lee NY

New York

Visual Merchandising and Floral Manager

Mar 2025 - Present

- Design floral arrangements, bouquets, and installations for an exclusive clientele.
- Develop visual displays aligned with luxury home decor, ensuring an organized and inspiring workspace.
- Manage inventory levels of flowers and plants to minimize waste and maintain quality.
- Deliver personalized client service by addressing inquiries and handling orders.
- Collaborate with the Events team to ensure seamless execution of weddings and corporate events.
- Stay updated with floral design trends and techniques to enhance product offerings.

PlantShed

New York, NY

Visual Merchandising Consultant

November, 2023 - March, 2025

- Developed merchandising strategies to improve sales performance.
- Designed innovative window displays that attracted new customers and highlighted floral products.
- Created custom bouquets and arrangements for a sophisticated clientele, maintaining high aesthetic quality.
- Collaborated with the sales team to align visual merchandising with promotional activities.
- Provided consultation on visual presentation and floral design to optimize store layout and customer experience.

Bloomingdale's

New York, NY

Bloomingdale's Senior Window Stylist

July 2010 - Mar 2025

- Collaborated with corporate leadership to develop visual merchandising campaigns and contribute innovative display ideas.
- Directed visual stylists in executing display designs that align with fashion trends and brand aesthetics.
- Engaged with local artists to integrate art into display concepts, enriching customer experience and community ties.

Fashion Institute of Technology

New York, NY

Guest Lecturer

May 2012 - Present

- Provide expert lectures on visual merchandising and display design, emphasizing industry-relevant concepts and current trends.
- Offer constructive portfolio feedback to promote students' professional growth and preparedness for the industry.

Lovehoney Group

Ottawa, Canada

Project Consultant

Mar 2018 - Oct 2023

- Designed and execute pop-up shop layouts and window displays that improved customer engagement and interaction.
- Worked with various teams to maintain brand consistency and ensure prompt implementation of display strategies.
- Created precise planograms to maintain uniformity in merchandising execution.

Hanro

New York, NY

Window Display Artist Nov 2018 - Jun 2022

- Pioneered and executed distinctive window display designs that elevated visual appeal and captured customer interest.
- Oversaw display arrangement operations, maintaining brand uniformity and allure throughout diverse retail locations.

The Pleasure Chest Los Angeles, Chicago, New York
Visual Merchandiser and Window Display Artist Mar 2013 - Sep 2019

- Developed and executed engaging display designs for special events, ensuring consistency across various venues.
- Improved flagship store visual aesthetics, enriching customer experience and reinforcing brand identity.

Agent Provocateur New York, NY
Window Display Artist Jun 2012 - Feb 2018

- Developed visually engaging window displays that elevated brand presence and increased customer interaction in various retail environments.
- Partnered with the visual merchandising team to maintain high standards of presentation, aligning with the luxurious essence of the brand.

L'Agent New York, NY
Window Display Artist Oct 2014 - Jun 2016

- Designed captivating window displays and updated fashion visuals to resonate with seasonal marketing initiatives, elevating the flagship store's visual presentation.
- Implemented merchandising tactics to highlight new product lines and current trends, enriching the overall aesthetic and shopping experience for customers.

EDUCATION

Fashion Institute of Technology New York, NY
Bachelors in Art , Display & Exhibit Design Jun 2004

SKILLS

Communication • Problem Solving • Autonomy • Analytical Mind-Set • Resourcefulness • Project management • Adobe Creative Suite • Sketch up • Budgeting and Control • Proficient in French • Critical Thinking • Organizational Skills • Collaborative • Solution-oriented

AWARDS & RECOGNITIONS

Best Holiday Windows, VMSD, Magazine

- 2015, 2016, 2018, 2019, 2021, 2022

Best Window Display, Windows Wear

- 2015, 2016, 2019

Golden B, Bloomingdale's

- 2015