MEREDITH MEEHAN

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EDUCATION

Savannah College of Art and Design (SCAD) – Savannah, GA
Bachelor of Fine Arts, Fashion Marketing & Management | 2022

- INSIDE LVMH Certificate in Luxury
- Dean's List
- Academic Honors Scholarship

WindowsWear Mentorship Program

- Finalist (Coach), 2023
- 2nd Place Winner (Givenchy), 2024

PROFESSIONAL EXPERIENCE

Nordstrom NYC Flagship | New York, NY
Visual Merchandiser | 2024–Present

- Develop and execute seasonal visual merchandising concepts across Active, Outdoors, Kids, Lingerie, and Dresses, translating brand direction and campaign stories into elevated in-store experiences.
- Create cohesive visual presentations through styling, product composition, color, and merchandising narratives while maintaining brand standards and visual consistency.
- Partner with merchandising, buying, and leadership teams to interpret creative direction and execute seasonal launches, visual presentations, and cross-functional initiatives.
- Translate seasonal trends, consumer insights, and brand direction into compelling visual concepts and product stories across diverse retail environments.
- Research runway collections, competitive retail environments, emerging trends, and consumer behavior to inform visual direction, merchandising strategies, and future product opportunities.
- Manage multiple creative projects and seasonal initiatives simultaneously while maintaining high visual standards, timelines, and attention to detail in a fast-paced retail environment.
- Monitor evolving consumer preferences, fashion trends, and retail environments to identify opportunities for stronger visual storytelling and customer engagement.

Nordstrom | Jacksonville, FL
Sales Representative | 2023–2024

- Built strong customer relationships while identifying purchasing behaviors, fashion trends, and consumer preferences to inform product storytelling and merchandising decisions.
- Supported seasonal floor sets, promotional launches, and visual merchandising initiatives while maintaining brand presentation standards.
- Collaborated with merchandising, operations, and sales teams to execute product launches and deliver cohesive customer experiences.

Women's Apparel Stock Associate | 2023–2024

- Supported seasonal product transitions, merchandise organization, and visual merchandising execution across multiple apparel categories.
- Assisted with promotional launches and maintained visual presentation standards throughout seasonal changes.

WindowsWear | New York, NY
Digital Design Intern | 2022–2023

- Translated runway research, cultural trends, consumer insights, and brand direction into seasonal visual concepts, trend reports, mood boards, and presentation decks for luxury and contemporary fashion brands.
- Designed visual presentations using Adobe InDesign, Photoshop, Illustrator, and After Effects, applying principles of composition, typography, color, imagery, and layout.
- Developed seasonal concept directions through color palettes, print inspiration, silhouette trends, imagery, and cultural references to communicate future consumer mindsets.
- Adapted and organized imagery, graphic elements, and visual references into cohesive presentation systems that communicated creative direction and brand stories.
- Conducted competitive retail research throughout New York to identify emerging visual, merchandising, and design opportunities across luxury and contemporary environments.
- Translated market and consumer research into polished visual stories supporting creative, merchandising, and marketing initiatives.
- Collaborated with creative, merchandising, and marketing teams to develop research-driven presentations and visual concepts aligned with strategic business objectives.
- Organized trend archives, digital assets, and presentation materials supporting ongoing seasonal concept development and creative projects.

CORE COMPETENCIES

Visual Merchandising & Retail Design: Visual Merchandising, Retail Environments, Display Concepts, Product Storytelling, Campaign Interpretation, Brand Expression, Spatial Thinking, Visual Composition, Seasonal Launches

Graphic Design & Visual Storytelling: 2D Design, Layout, Typography, Color Direction, Image Adaptation, Image Composition, Mood Boards, Concept Development, Presentation Design, Brand Identity, Creative Storytelling

Research & Strategy: Trend Forecasting, Runway Analysis, Consumer Insights, Competitive Analysis, Market Research, Retail Intelligence, Consumer Behavior, Cultural Trends

Creative Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe XD, Adobe Premiere Pro, Microsoft PowerPoint, Microsoft Excel, Microsoft Word, Homestyler

Professional Skills: Cross-Functional Collaboration, Creative Problem Solving, Project Management, Presentation Skills, Organization, Communication, Strategic Thinking, Attention to Detail, Adaptability