

Senior Retail Interior Designer

Sophia Martinez

Professional summary

Innovative senior retail interior designer with experience creating engaging customer experiences for fashion boutiques, department stores, and flagship locations. Specializes in strategic store layouts, branding integration, and high-impact visual merchandising. Expertise in optimizing sales flow through design, lighting, and customer behavior analysis.

Experience

Senior Interior Designer

2019 - Now
Sterling Retail Concepts / Los Angeles, CA

- Design flagship stores for luxury brands, integrating brand storytelling through innovative interiors that enhance customer engagement.
- Create immersive shopping environments using strategic lighting, fixture placement, and layout adjustments to optimize foot traffic and sales.
- Collaborate with marketing teams to align store layouts with promotional strategies, ensuring cohesive branding across all locations.
- Lead the development of sustainable retail design solutions, incorporating eco-friendly materials and energy-efficient lighting systems.

Interior Designer

2014 - 2019
Vera & James Retail Design / Los Angeles, CA

- Developed store designs for national retail chains, focusing on maximizing product visibility and customer flow efficiency.
- Worked closely with construction teams to ensure timely project completion, adhering to budget and design specifications.
- Integrated smart lighting solutions and digital signage to create dynamic in-store experiences tailored to target demographics.
- Analyzed consumer behavior patterns to refine layout designs, leading to a measurable increase in sales for multiple clients.

Industry Conferences & Speaking Engagements

- Guest Speaker at Retail Design Expo, 2022: "Innovative Retail Environments & Consumer Engagement"
- Panelist at International Retail Design Forum, 2021: "The Future of In-Store Shopping Experience"

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Education

Bachelor's in Interior Design

California College of the Arts, San Francisco, CA, 2012

LEED Green Associate

2018

Certified Retail Designer (CRD)

2021

Skills

Retail space planning	◆◆◆◆◆
Visual merchandising	◆◆◆◆◆
Fixture and display design	◆◆◆◆◆
Brand identity integration	◆◆◆◆◆
Point-of-sale design optimization	◆◆◆◆◆
Vendor sourcing and contract negotiations	◆◆◆◆◆
Lighting strategies for retail environments	◆◆◆◆◆
Trend forecasting and consumer psychology	◆◆◆◆◆