

AVERYANNA CONGDON

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Creative Instructional Designer with five years experience **developing and designing engaging e-learning materials** and serving as a learning management system (**LMS**) **administrator** for a large, global retail organization. Skilled at integrating in-store retail work experience with instructional design methodologies to create training tools that appeal to a wide range of learning types.

**Proficient in: Adobe Illustrator, InDesign, Photoshop and Premiere Pro;
Content authoring platforms, Articulate 360 and Chameleon; Microsoft Word, PowerPoint and Excel.**

EMPLOYMENT HISTORY

SENIOR ASSOCIATE, CUSTOMER EXPERIENCE, KATE SPADE NEW YORK

NOVEMBER 2019 - PRESENT

- Create and design interactive training materials, including videos, PDFs and SCORMs to enhance selling, service and product knowledge for global workforce of approximately 4,000 Kate Spade New York employees.
- Partner with regional store leaders to identify training needs and work closely with subject matter experts to ensure training materials are relevant to business needs and accurate.
- Implement continuous improvement cycle by conducting analysis of existing training materials and updating accordingly to meet current business needs.
- Manage vendor relationship for LMS to ensure seamless system enhancements, provide technical support to all store associates and global corporate users, and escalate issues to vendor for quick resolution.
- Curate an aesthetically pleasing and intuitive LMS UX to boost user engagement and enhance learning.

GLOBAL VISUAL MERCHANDISING ASSISTANT, VISUAL MERCHANDISING, KATE SPADE NEW YORK

JUNE 2017 - NOVEMBER 2019

- Collaborated with visual merchandising Vice President and Directors on key visual merchandising projects and day-to-day operations.
- Contributed to global operations and project management by hosting weekly global operations meetings, updating project trackers to ensure alignment on key global initiatives and participating in the identification and launch of key visual merchandising projects.
- Developed and distributed monthly visual store directives globally, providing clear guidance on product displays, mannequin styling and step-by-step window display prop installation.
- Assisted with new store openings by partnering with the visual merchandising director to create custom visual guidelines and coordinating prop shipments.
- Updated and maintained a catalog of visual merchandising props, coordinating with the warehouse to manage inventory.
- Managed vendor relationships and oversaw the production and installation of props for special visual merchandising projects.

SHOWROOM ASSISTANT, RAG & BONE

MAY - JUNE 2017

- Maintained product displays in the NYC showroom for market appointments.
- Ensured models were styled to brand standards for presentation to buyers.

VISUAL OPERATIONS ASSISTANT, WATCHES AND FINE JEWELRY, CHANEL

JANUARY 2017 - MARCH 2017

- Created product knowledge tools for retail and corporate employees.
- Assisted in execution of window and caseline displays at NYC retail and wholesale locations.
- Partnered with vendor to help manage graphic changes in wholesale and retail locations.
- Reviewed and selected North America store photos that met brand standards for global sharing.

ADDITIONAL EXPERIENCE

2013 - 2016

- Visual Merchandising and Sales Associate at BCBG Max Azria.
- Intern at WindowsWear, a retail visual merchandising database.

EDUCATION

2012 - 2016

- BFA In Visual Presentation and Exhibition Design, Fashion Institute of Technology