



ian beers

brand-builder // retail strategist // in-store experience innovator

contact

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profile

An accomplished leader, coach, and mentor with a career focused on aspirational brand-building. Author of strategy and illustrator of concepts; experience spans apparel and home categories at specialty and big-box retailers, both in-store and at corporate headquarters.

skills

- Creative
- Curious
- Collaborative
- Customer-Focused
- Decision-Maker
- Entrepreneurial
- Strategic
- Space Planner
- Store + Fixture Designer
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

education

Ohio University

Bachelor of Science in
Communication



Wayfair

Head of Visual Presentation - Frequency // April 2022-Present

- Author and implement the physical retail presentation playbook for the Frequency businesses (Home Decor, Housewares, Textiles, Lighting) to stand-up and scale stores in North America.
- Develop an operationally-sound visual strategy that establishes the in-store experience for Wayfair; translating brand, product, and marketing into an omnichannel experience.
- Design and prototype an engaging environment - including department adjacencies, fixture designs, visual standards, seasonal stories, signage, and props - to drive sales and increase market share.



Target

HQ Visual Manager - Home // May 2017-April 2022

- Created seasonally-relevant, brand-right, guest-focused experiences for Target's \$20B/year Home business in over 1,800 stores nationwide.
- Conceptualized the guest journey a year in advance of set-date, bringing ideas to life through illustrations and maps in order to communicate high-level vision. Spearheaded new in-store experiences to support five brand launches, four limited-time offer collections, and three long-term design partnerships.
- Pioneered new processes and partnerships standing-up the Visual function at Target. Key architect of building this capability, which did not exist previously.



J.Crew

Market Director - Ohio // March 2016-April 2017

Store Director // November 2015-April 2017

- Multi-Store Director responsible for driving over \$18M/year through six stores.
- Initiated market growth by aligning team to deliver results by focusing on comp, conversion, and customer engagement metrics.
- While Market Director, simultaneously led the top-performing store in the market. Delivered tremendous conversion growth (+4.4% to comp) and maximized average dollar sale (+2.8% to comp) while outpacing credit card penetration (+119% to goal) and reducing shrink by a whopping 170%.



EXPRESS

Store Manager // April 2013-October 2015

Visual Co-Manager // September 2010-April 2013

HQ Visual Communications Coordinator // July 2008-January 2009

Visual Co-Manager // October 2004-July 2008

- Multi-Store Visual Lead for the Cleveland/Akron District. Partnered with stores to develop next-level Visual leadership through hands-on training.
- Managed the execution of eight dual-gender conversions and new store openings in the Cleveland, Youngstown, and Buffalo markets.
- While at the Home Office, authored all Windows Brand Guides and Floor-set Overviews issued to the 587 stores in the brand's fleet. Created the Store Experience Brand Guide, a monthly book directing over-arching visual theories, props, and in-store elements that made-up the brand experience.