

# Aliya Rajan

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## about

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I am passionate about creating a holistic customer/user experience both online and in-store.

I am a results-based Problem Solver.

I believe that the best design is one that focuses on the real people who will be using the product. Through research, experience, testing, and empathy, I can identify the current and potential “ugh!” moments and fix them at the source.

## skills

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Omni-channel Thinking  
Merchandising  
Visual Presentation  
Problem Solving  
Critical Thinking  
Strategic Planning  
Customer Experience  
User Experience  
User Interface Design  
Sketch, inVision, Flinto  
Adobe Suite, Principle

## education

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Bitmaker, 2017  
UX & Product Design

Dawson College, 2001 - 2003  
DEC, Fine Arts

## work experience

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### RW&CO.

Jan 2020  
Present

### Visual Presentation Manager

Lead the visual merchandising activities for both men's and women's segments from planning to execution.

### Ardene

Oct 2017  
Dec 2019

### Creative & SX Visual Manager

Overseeing the conceptual development and execution of the creative visual merchandising, store experience store design deliverables.

### Freelancer

May 2017  
Present

### UX / UI Designer

Mobile app & web design  
Branding & graphic design

### Lacoste

Feb 2015  
Jan 2017

### Director of Merchandising

Lead both visual merchandising and merchandising activities.

Responsible for defining and implementing the organizations omni-channel merchandising, pricing, and visual strategies, increasing the overall sell-through by 12%.

### Lacoste

Aug 2008  
Feb 2015

### Omnichannel Visual Merchandising Manager

Drive performance through visual merchandising and brand desirability.

Curate all product presentations, including all window installations, floor sets, press events, renovations, store openings and more.

### La Senza

Sep 2006  
Aug 2008

### Visual Trainer

Achieve a consistent experience through the ability to effectively gain consensus and alignment with stakeholders by building relationships, collaborating and influencing key business partners.