



Michael Ryley
3D Designer & Visualiser
T/a Mighty Real Ltd.

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ABOUT ME

I am a 3D Designer and Visualiser for retail and experiential installations, with 25+ years' experience in the luxury retail sector. A creative and passionate lateral thinker, I love art, design, storytelling and clever wordplay, and bring all of these to my work.

Using extensive retail and design skills, I aid the development of creative and interior concepts, enabling clear communication of ideas with informative and attractive images designed to excite clients and stakeholders, at designer and boardroom level.

Prior to freelancing I enjoyed an extensive career at Selfridges department store in London, working my way from part time shop floor staff to signage production manager, then to creative window designer, and finally settling into a business-wide visualisation role serving all stores.

Extra-professional highlights include chairing a community garden charity for three years, and working as a set dresser for a US true-crime TV series - ask me about them.

I am a dual Australian/British citizen.

KEY SKILLS

- 3D visualisation and design
- Retouching imagery
- Application of brand identity guidelines
- Understanding complex design briefs
- Understanding design references
- Time management
- Communication
- Retail sales
- Graphic artworking
- Retail sales
- Teamwork
- Overnight installations
- Concept Research

SOFTWARE SKILLS

- Cinema 4D V-Ray
- Sketchup
- Maxon Redshift
- V-Ray
- Adobe Creative Suite (Photoshop, Illustrator, Indesign)
- Vectorworks (Beginner level)

EMPLOYMENT HISTORY

<div>2021 - Present</div> <div>3D Retail and Experiential Designer</div> <div>Mighty Real Ltd.</div> <div>Working with third party production houses, creative agencies, and directly with brands to visualise and design creative concepts, shopfits, and temporary experiential installations.</div> <div>Key responsibilities:</div> <div><ul style="list-style-type: none">• Working with multiple clients across different software platforms to create and adapt brand creative for installations• Keeping up to date with new software developments and upgrading skillset through training and constant research of best practice in architecture and design• Producing attractive visuals and designs for sign off by high end retailers and in-house brand approval processes, with attention to detail and photorealism as top priorities.• Leveraging creative window design experience to expand remit to experiential retail and B2B popups and events• Seeking and maintaining excellence in relationships with clients across the retail and marketing sectors, and with freelance agencies</div>	<div>2014 - 2020</div> <div>Creative Manager: Visualisation</div> <div>Selfridges</div> <div>Working with Selfridges Creative and Store Design teams to create visuals for all Selfridges instore creative and retail spaces, window displays,Selfridges building exterior and regional stores</div> <div>Key responsibilities:</div> <div><ul style="list-style-type: none">•Creating photorealistic visuals for instore retail and experiential popups, creative visual merchandising sites, and windows, for use by the in-house creative teams for briefing and sign off purposes.• Ensuring smooth delivery of visuals and avoiding bottlenecks through regular sign off and scheduling meetings with in-store clients• Maintaining library of 3D models of sites across Selfridges stores• Sharing 3D assets with digital team for use in online and screen-based campaigns</div>	<div>2004 - 2013</div> <div>Window Visualiser - Design Manager</div> <div>Selfridges</div> <div>Working with Selfridges internal Creative teams to design seasonal window displays for Selfridges stores</div> <div>Key responsibilities:</div> <div><ul style="list-style-type: none">• Working with Selfridges in-house creative direction department, designing and visualising up to six window schemes a year• Creating bespoke graphics for wall treatments and cut vinyl• Interpreting and developing abstract creative briefs into physical displays, with considerations towards production techniques, colour palettes, materiality and styling• Researching art and interior design trends to maintain Selfridges windows at the cutting edge of retail display standards• Working closely with a small and diverse team to brainstorm, plan, and execute displays, including daytime installation support and night shifts where required• Presenting window concepts to board members for approval, and to the wider Selfridges shopfloor teams</div>	<div>1999-2003</div> <div>Signage Assistant - Manager</div> <div>Selfridges</div> <div>Working with Selfridges internal Creative teams to design seasonal window displays for Selfridges stores</div> <div>Key responsibilities:</div> <div><ul style="list-style-type: none">• Producing and installing cut vinyl lettering and signage at Selfridges Oxford Street and other regional stores, for in-store retail operations, as well as window and VM teams• Planning and executing signage requirements for new Selfridges stores in Manchester and Birmingham• Maintaining and enforcing Selfridges signage and brand standards across the business, in accordance with graphic design and creative team guidelines</div>
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DESIGN & VISUALISATION

JUICY BLACK LABEL Selfridges

Design and visualisation of a pop-up at Selfridges in Summer 2022.

Store and interior elements researched and designed by me in conjunction with production company GoVisual. Shopfit designed to be removable.

Modelled in Cinema 4D and rendered in Redshift. Artworking and retouching in Adobe Creative Suite.



Concept visuals for Juicy Black Label space at Selfridges Womens Designer Galleries

VISUALISATION

BRAND ACTIVATION AIG AT SELFIDGES JULY 2024

Visuals for the brand Achilles Ion Gabriel (AIG), for an installation in Selfridges London Womens Designer Galleries.

Store and interior elements modelled in Cinema 4D and rendered in Redshift. Retouching in Adobe Creative Suite.



Concept visuals for AIG Selfridges Womens Designer Galleries

DESIGN & VISUALISATION

HQ UPDATE CASE STUDY

BATRA GROUP

APRIL 2024

Design and visualisation of branded versatile showroom spaces for a new Head Office for Batra Group UK.

Store and interior elements modelled in Cinema 4D and rendered in V-Ray. Artworking and retouching in Adobe Creative Suite.



Concept visuals for Hunter (TOP) Sergio Tacchini (BOTTOM L) and Juicy Couture

VISUALISATION

CREATIVE RETAIL CONCEPT
REFY BEAUTY
FEBRUARY 2024

Visuals of a retail concept for fledgling beauty brand REFY, intended to start conversations with retailers on possible permanent shopfit creative.

Store and interior elements modelled in Sketchup and rendered in V-Ray. Artworking and retouching in Adobe Creative Suite.



Concept visuals for REFY Beauty standalone space

DESIGN & VISUALISATION
SEASONAL WINDOW
HUNTER
DECEMBER 2023

Design and visualisation of a fun snow-themed Christmas window at Selfridges for footwear brand Hunter.

Store and interior elements modelled in Cinema 4D and rendered in V-Ray. Artworking and retouching in Adobe Creative Suite.



TOP Concept visual for Hunter window at Selfridges BOTTOM ROW Finished installation

VISUALISATION

CHRISTMAS PRESS EVENT SELFRIDGES SEPTEMBER 2023

Visualisation for Selfridges in-house events team of a seasonal press event to introduce Christmas product ranges.

Exhibition space and interior elements modelled in Cinema 4D and rendered in V-Ray. Artworking and retouching in Adobe Creative Suite.



Concept visuals for Selfridges Christmas Press Show 2023

DESIGN & VISUALISATION

TEMPORARY RETAIL POPUP

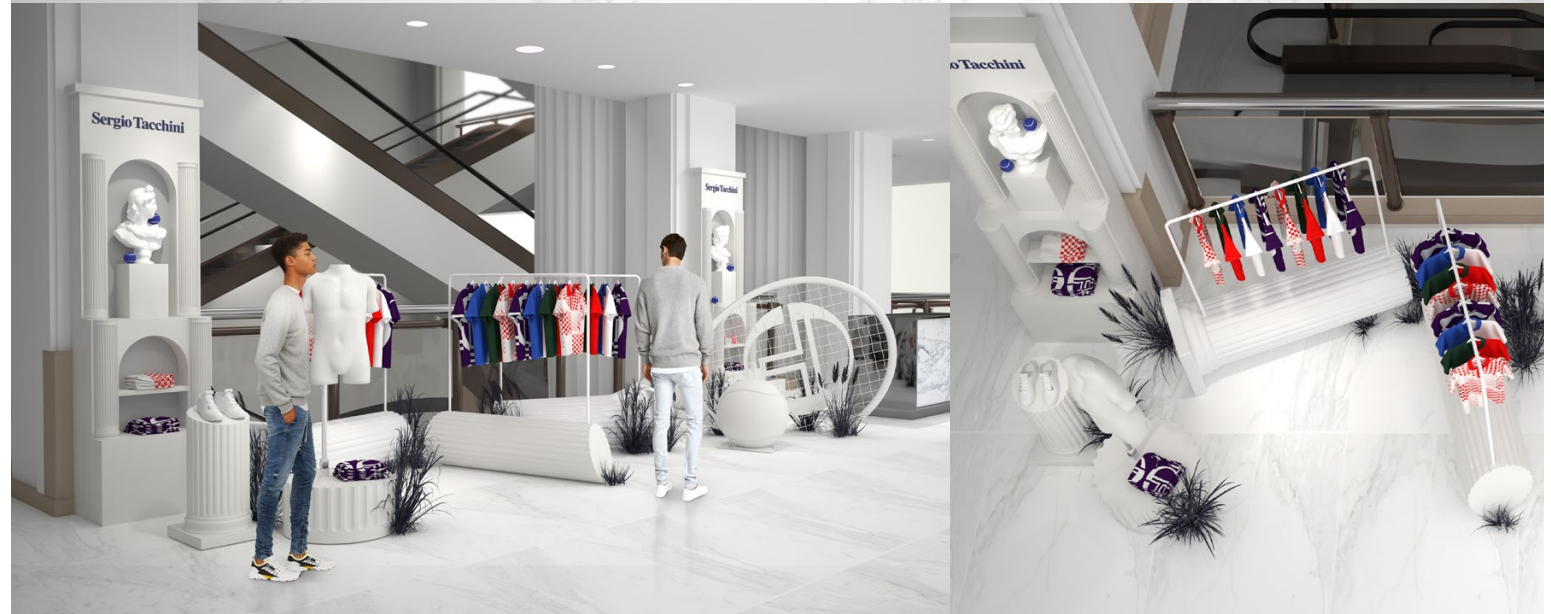
SERGIO TACCHINI AT

SELFRIDGES

AUGUST 2023

Design and visualisation of a menswear popup for Sergio Tacchini sportswear, emphasising their tennis offer during Wimbledon at Selfridges London.

Store and interior elements modelled in Cinema 4D and rendered in V-Ray. Artworking and retouching in Adobe Creative Suite.



Concept visuals for Sergio Tacchini pop-up in Selfridges Oxford Street

DESIGN & VISUALISATION
SEASONAL WINDOWS
FRASERS
JULY 2023

Research, design and visualisation of an interchangeable window space for a pitch for Frasers department store.

Store and interior elements modelled in Cinema 4D and rendered in V-Ray.
Artworking and retouching in Adobe Creative Suite.



Concept visuals for soundproof window scheme

DESIGN & VISUALISATION

FITNESS EVENT CONCEPT

MAY 2023

Creation of bespoke imagery to support a pitch by a sports marketing agency to integrate their clients' fitness training offer within the staff offer for European online retailer Zalando.

Image research and design of site, and visualisation of space created in Cinema 4D and rendered in V-Ray. Artworking and retouching in Adobe Creative Suite.



Concept visuals for Zalando sports event partnership

DESIGN & VISUALISATION

POPUP SPACE

COUCOU

MAY 2023

Research, design and visualisation of a pop-up space for startup lingerie brand Coucou at Selfridges.

Store and interior elements modelled in Cinema 4D and rendered in V-Ray. Artworking and retouching in Adobe Creative Suite.



Assorted concept visuals for Cou Cou popup

DESIGN & VISUALISATION

IN-STORE TRAINING EVENT

NOVEMBER 2022

Brainstorming, design and visualization of an in-store training event for staff and executives at a US based retailer for the launch of a baby formula brand.

Sustainability, ease of transport, education and playfulness were key elements to be explored for the brand.

Design and visualization in Cinema 4D and rendered in V-Ray. Artworking and retouching in Adobe Creative Suite.



Concept visuals for in-store training event

VISUALISATION

SEASONAL WINDOWS HARVEY NICHOLS 2021-2024

3D modelling and rendering of multiple seasonal campaigns for instore and window creative spaces for Harvey Nichols Kuwait, working with designs and sketches from a third party designer, throughout 2023-24.

Store and elements modelled in Cinema 4D and rendered in V-Ray.
Artworking and retouching in Adobe Creative Suite.



Selected concept visuals for Harvey Nichols windows and in-store spaces 2023-2024 season

DESIGN & VISUALISATION

POP UP SHOP AT SELFRIDGES

NAHMIAS

JUNE 2022

Research, design and visualising for a pop-up space for LA-based menswear brand Nahmias to launch their brand at Selfridges London.

Designed with input from Nahmias head office.

Store and elements modelled in Cinema 4D and rendered in V-Ray.
Artworking and retouching in Adobe Creative Suite.



Concept visuals for Nahmias pop-up at Selfridges London

VISUALISATION
STORE REFURBISHMENT
TIFFANY
FEBRUARY-MAY 2022

3D modelling and rendering of Tiffany
Covent Garden store's interior design,
with direction from Tiffany's head office.

Store and interior elements modelled
in Cinema 4D and rendered in V-Ray.
Artworking and retouching in
Adobe Creative Suite.



Concept visuals for different phases of Tiffany Covent Garden interior design development

VISUALISATION

LONDON HOLIDAY WINDOWS TIFFANY WINTER 2021

3D modelling and rendering of Tiffany's 2021 Holiday window scheme in their London Bond Street, Sloane Square and Covent Garden stores, from creative concepts supplied by Tiffany head office.

Store and display elements modelled in Cinema 4D and rendered in V-Ray. Artworking and retouching in Adobe Creative Suite.



Concept visuals for Tiffany Holiday facade and window treatments

VISUALISATION
SKIMS UK LAUNCH
SELFRIDGES
OCTOBER 2020

3D visualising of the launch space at Selfridges for Kim Kardashian's SKIMS shapewear brand. Store layout designed by Selfridges in-house VM team.

Modelled and rendered in Cinema 4D.
Artworking and retouching in
Adobe Creative Suite.



VISUALISATION

CHRISTMAS CABARET BAR SELFRIDGES X BISTROTHERQUE WINTER 2019

3D visualising for a temporary cabaret bar during the Christmas 2019 season at Selfridges London, in collaboration with Bistrottheque, and with furniture and lighting by Tom Dixon. Designed by Selfridges in-house team.

Store and elements modelled and rendered in Cinema 4D.
Artworking and retouching in Adobe Creative Suite.



Concept visuals for Selfridges x Bistrottheque Cabaret Bar

CONCEPT DESIGN AND DEVELOPMENT

NO NOISE WINDOWS SELFRIDGES SPRING 2013

Research, design, production supervision and sketching for Selfridges London windows for their No Noise campaign, based around 'de-branded' product.

Worked with Selfridges in-house Windows production and styling teams, and Selfridges buying office who were responsible for commissioning the product to be displayed.

Sketched visuals.



Photography of completed No Noise windows

**CONCEPT DEVELOPMENT,
DESIGN AND VISUALISATION**
CHRISTMAS WINDOWS
SELFRIDGES
CHRISTMAS 2012

Concept development, design and
visualisation of Selfridges True Gift
windows for Christmas 2012.

Visuals created in Adobe Creative Suite.



DESIGN AND VISUALISATION

SELECTED LONDON WINDOWS

SELFRIDGES

2005 - 2014

Brainstorming, design and visualisation of Selfridges London windows, working alongside the in-house Windows team, producing an average of six window schemes per year across all stores.

Visuals, artwork and retouching in Adobe Creative Suite.



Selected completed window installations, Selfridges London 2005 - 2014

Thank you.

CONTACT

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