

# Hello! I'm Nathan Brain

## – Junior Graphic Designer, Visual Merchandiser

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### About me

Expert Visual Merchandiser and Junior Graphic Designer with a passion for luxury fashion and a strong eye for detail, turning creative concepts into compelling designs. Skilled in creating visually impactful solutions and dedicated to continuous professional growth.

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### Competences

#### Graphic Design

Adobe Creative Suite (Photoshop, Illustrator, Indesign), Figma, CMS Website Builders, Visual Storytelling, Attention to detail, Problem Solving

#### Visual Merchandising

Store Layout Design, Market Analysis & Trend Awareness, Retail POS, Styling, Project Management, Self Motivated Leader

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### Experience

Graphic Designer, Delcare  
*Newport (Remote), 2020 – 2021*

- Led a lockdown rebranding, redesigning the logo and marketing collateral, increasing inquiries and brand recognition.
- Managed graphic design for the website and daily materials, boosting engagement by 211%.

Freelance Graphic Designer  
*UK, 2023-Present*

- Managed creative projects from concept to delivery, ensuring consistency and on-time execution.
- Created digital assets for social media and e-commerce, enhancing customer engagement.

Visual Merchandiser  
Manager, H&M  
*Bristol, 2015-Present*

- Analysed sales data to make informed decisions on merchandising, helping to drive sales and improve overall performance by 30%+. RLed seasonal campaigns and in-store events, ensuring brand consistency and high standards across displays.
- Reduced staff turnover by 80% through mentoring & collaboration.
- Produce and retouch display imagery with composition in mind to the area teams.
- Supported regional teams in executing merchandising strategies and store reopenings.
- Developed tailored merchandising strategies across UK stores including designer collaboration launches in London.
- Improved layouts with efficient logistics and inventory organisation.

Expansion Support  
Merchandiser, H&M  
*UK, 2022-2023*

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### Education

University of Worcester, UK  
2012-2015

BA (Hons) Business Studies - 2:1