

# RAMYA NARAYANAN

## Luxury Brand Strategy | Retail Experience Design | Visual Merchandising

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Luxury brand and retail experience strategist with 4+ years in store design, retail format planning, and visual merchandising across 500+ UK and Central Europe locations. Combine design thinking, data-driven spatial planning, and luxury consumer insight to create customer-centric experiences that drive sales and loyalty. SCAD-trained in luxury and brand management with experience in cross-market rollouts and mentoring teams.

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### PROFESSIONAL EXPERIENCE

Tesco Business Solutions- 3 Years 2 months

Aug 2021 - Sep 2024

#### Senior Associate- Format Planner (Bengaluru - India)

- Planned customer-centric store layouts and visual merchandising for 500+ India and Central Europe stores, translating brand positioning into in-store experience.
- Adapted concepts to local consumer behavior while maintaining brand identity and premium category standards.
- Used spatial and sales data to optimize premium zones and impulse categories, improving space productivity and perceived value.
- Mentored junior planners and standardized format planning and rollout processes across markets.
- Implemented AutoCAD automations, cutting retail planning cycle time by 40%.
- Built 'Trialpedia' internal trial-tracking site; was recognized with the CEO Best Contributor Award Runner-Up.

Interics Design Pvt Ltd - 6 months

Dec 2019 - May 2020

#### Junior Design Intern (Pune - India)

- Supported design of exhibition and workplace brand environments for international clients, incl. Merino Laminates (IWF Atlanta 2020).
- Contributed research and layout improvements that reduced average booth change requests and improved visitor flow and dwell time.
- Assisted in preparing presentation decks and visual concepts that increased client approval rates and reduced iteration cycles.

Futuristic Research Design Company (FRDC) - 2 months

June 2019 - Aug 2019

#### Intern - Retail Planning (Bengaluru - India)

- Created layout plans and execution packs for fashion and lifestyle brands (Enamor, Jockey, Neerus, Zimsons), improving product visibility and shopper navigation.
- Coordinated materials and vendor timelines, supporting on-time delivery across multiple projects with minimal rework.
- Supported site and material checks that helped reduce installation issues and protected design quality at store launch.

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### EDUCATIONAL BACKGROUND

Savannah College of Art & Design – Savannah, GA, USA

Sep 2024 - Mar 2026

Master of Arts in Luxury and Brand Management

CGPA: 3.78

( [Philosophy x SCADpro – Sponsored Course](#) )

MAEERS Institute of Design, MITADT University – Pune, India

Jul 2016 - Aug 2020

Bachelor's in Retail & Exhibition Design

A multidisciplinary program integrating architecture, marketing, strategy, & spatial design. Graduated as a **University Rank Holder**

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### ADDITIONAL INFORMATION

Inside LVMH; CRLA Tutor Training Level 1; UI/UX Design (Design Boat); IAYP Silver; CEO Outstanding Contributor – Tesco (2023); University Rank Holder – MIT Institute of Design

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### SKILLS

Luxury Brand Strategy; Brand Management; Visual Merchandising; Retail Design; Spatial Planning; Customer Experience; Store Layout Optimization; Omnichannel Retail; Brand Storytelling; Cross-Cultural Stakeholder Management; Project Management, Adobe Creative Suite, AutoCAD, 3Ds max, SketchUp, Vray, Microsoft Office