

JOSÉ LUIS FERNÁNDEZ LEDESMA

• Global Window display Designer, Visual Merchandising Director
Production & Project Manager •

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Diver's licence B



ABOUT

Multidisciplinary profile and expert in Retail Projects, to improve all stakeholders experiences.

Some of my specialties are the creation, development and optimization of commercial spaces. In addition, innovation and the construction of a solid departmental infrastructure. As a result, being part of the economic growth of the company through the achievement of objectives, analysis, control of expenses and application of the corresponding leadership. Responsible management of the production and consumption of resources. It is worth adding, I am a continuous update of knowledge. As well, I am used to working internationally and willing to move to live in another country.

EDUCATION

2021/20 **Master in Project Management. EAE Business School. Madrid. Spain.**

Acquired skills: Strategic management and organizational environment of business and financial management. Program and portfolio management. Project financing. Project scope management. Project time management. Project cost management. Project risk management. Project quality management. Project procurement management and legal aspects in contracting. Management of HR, personal skills and ethics of the PM. Communication and stakeholder management. Project sales management. Integration and knowledge management. Project management game. New trends and methodologies in PM. Project management information systems (PMIS). Leadership in complex environments, emotional Intelligence and Coaching. www.eae.es/en/

2016 **Graphic Design Master. Aula Creativa, Madrid. Spain.**

Acquired skills: ILLUSTRATOR, INDESIGN, PHOTOSHOP, Introduction to Design Fundamentals, Color, Typography, Logo, Corporate Identity, Editorial Design, Advertising Design, Poster, Driving Portfolios (book), Printing Industry, Prepress, Images, Profiles Color PDF, Systems Printing, Finishes, Binding, Quality Control, RGB, CMYK, TIFF, EPS, JPEG. www.aulacreativa.com

2011/10 **Master in Direction and Management of fashion companies. IED Madrid. Spain.**

Acquired skills: General Management, Marketing Management, Advertising, Legal, Sales Point Management, Public Relations, Finance Division, Accounting, Management and Creation of SMEs, Product Management, Luxury Product Management, Visual Merchandising Management, Techniques Presentation and In-Design. www.iedmadrid.com

2004/02 **Fashion Styling Degree. Instituto Europeo de Comunicación y Marketing, Madrid. Spain.**

Acquired skills: Organization and operation of the fashion industry, Concept and evolution of fashion, Current fashion trends, Textile analysis, Drawing, Photography and advertising design, Storefront decoration, Marketing, Promotion and marketing of the fashion industry fashion, selection of clothing samples, decoration and catwalk styling.

2002/96 **Bachelor Arts-Literature B.U.P. High School. IES Altaír, Madrid. Spain.**

Acquired skills: Arts, Literature, History, Geography, Latin, Greek, Philosophy (Psychology), Ethics, English, Theater, Drawing, Music, Photography, Natural Sciences, Mathematics, Physics and Chemistry.

COURSES

HSK1-2-3. 中国文化中心. 马德里, 西班牙 (目前正在学习). www.ccchinamadrid.org
V-Ray 2019 20h. & Sketchup Pro 2017-3D. Spain, 20h. www.npsys.es. *Using newest software versions.*
EFCELT Singapur.15 Canperter St, Singapur, 1 mes. www.ef.com
Business english at C.F. Patiño av. Del parque s / n, Getafe, Spain, 400h.
Business english at CEPAL. C / Ortega y Gasset 87, Madrid, Spain, 50h.
English at International House Madrid, Spain, 1 año. www.ihmadrid.com
Advertising and marketing course business, 80h. Course of interior design and decoration, 120h.
Protocol and Public Relations Course (IECM) 80h. Graphic design courses: Adobe Photoshop CS, Autocad 2004 65h, CorelDraw 10 and Illustrator 9, 120h. *Using newest software versions.*

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ENGLISH	●●●●○	CREATIVITY	●●●●○
SPANISH	●●●●●	PROJECT MGMT.	●●●●●
CHINESE	●●○○○	COMMITMENT	●●●●●
DIGITAL SKILLS	●●●●○	GRAPHIC DESIGN	●●●●○

WORK EXPERIENCE

- Now ● **Senior Visual Merchandising Manager · The Bicester Collection · Germany, Europe.** More than 100 boutiques in Wertheim Village. // www.valueretail.com.
- 2022/16 ● **Window Display Designer · Visual Merchandising Manager / Director · Retail Consulting · JL @ Jose Luis Ledesma · Europe, Asia Pacific, Middle East.** // www.joseluisledesma.com.
- 2016/14 ● **Visual Merchandising Director. Armada Retail Concept. Middle East Countries.** // www.armadagroupco.com. Riva fashion, Choice, Escada, Cortefiel, Pedro del Hierro, Time Out, NU, Petit, Pili Carrera, Absorba, Ipekyol.
- **Visual Merchandising Director for Riva Fashion. Kuwait. GCC.** // www.rivafashion.com, www.choice.com.
- 2014/08 ● **Visual Merchandiser Manager Headquarters. RTW Men & Travel for El Corte Inglés SL. Spain.** // www.elcorteingles.com
- 2007/06 ● **Visual Merchandising and events for Hugo Boss SL. Spain, Portugal.** // www.hugoboss.com
- 2006/04 ● **Window dressing Department for Cortefiel, Tendam. Spain.** // www.tendam.es
- 2004/03 ● **Visual Merchandiser Manager & Window Dresser for B-Young. Spain, Portugal.** // www.byoung.com
- 2003/00 ● **Window Dresser & Visual Merchandising for 4 Botones company with Vitrina Show Windows SL** (www.odosvisualmerchandising.com). **Spain. Brands** // Burberry (ECI-Aldeasa), Nike, Avia, Levi's & Docker, Wrangler, Nestlé, Sáforo, Benetton, Calderón Sport, Plaza Central, Torero, Fill, B-Young.

MAIN ACHIEVEMENTS

- ★ Window display designs, creative international retail projects development, supervision of each decoration & props production successfully.
- ★ Excellent understanding of the different needs and objectives in business models: Department Store Mall, Mid-price Retail, High-price Retail, Luxury Retail, Showroom, Events, Retail Design Companies, Decoration and Retail Props Production Factories, Mannequins & displays.
- ★ Creation, plan and execution, through a correct strategy of Marketing actions, Visual Merchandising through maximum in 7 countries, 400 commercial sales points, 2,000 square meters.
- ★ Projects compliance in time, form & budget. Departmental organization to ensure the correct work-flow.
- ★ Analysis of the impacts generated in the execution of the projects and their closure of the project with the conclusions of improvement
- ★ Communication plan achieved, through an adequate system according to each project, application or/and creation of Dossiers, explanatory videos, QR code systems, communication platforms for group projects.
- ★ Success leadership, teamwork, teaching and training with professionals with than 25 different nationalities and cultures. Maximum 200 team members. Establish a network of contacts, both professionals and suppliers in Europe, China and the Middle East.
- ★ Change, implementation, strategy and growth in the commercial image in the companies B-Young, El Corte Inglés, Armada Group, Value Retail, in the corresponding periods.
- ★ **World Branding Awards - 2016-2017. Super Brands Awards - Brand of the Year 2015. Riva Fashion.**