

Alex CHACON

Retail Design, Planning & Construction

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Portfolio : www.studiohaliguen.com

CORE COMPETENCIES

- Design Program Management
- Premium & Prestige Brands
- Concepts & Community Stores
- Retail Design, Wholesale & Cafés
- Project Scope : Briefs & RFPs
- Equipment, Fixtures, Hardware & IT
- Budget : Cost Estimation & KPIs
- Critical Path : Scope & Schedules
- Architects : Scope of Services
- Procurements : Owner Materials

ACTIVITIES & AWARDS

RDI Store Design of the Year
L'Occitane Concept Store 2019

Retail Design Leaders: 40 under 40
Design: Retail Magazine 2015

EDUCATION

PMI Project Management Certificate
SUNY – Empire State 2017

MSc International Marketing Analytics
ESC Rennes France 2012

B. Sciences : Interior Design
Ohio State University 2005

COMPUTER SKILLS

- SketchUp, 3DMax, Cinema 4D
- AutoCAD, Revit, Bluebeam
- Microsoft Project & Excel
- JIRA & Procore Software

LANGUAGES

Bilingual : English & Spanish, French

SIXT Senior Program Manager : Design Standards
New York, NY – Remote November 2020 – Present

- Lead design standards and construction specifications across multiple touchpoints: interiors, signage, equipment and IT hardware for retail and office space, and car rental operations in airports across the U.S.
- Oversee compliance and local sourcing of CI corporate identity standards, in liaison with HQ in Munich Germany: materials, finishes, fixtures, and equipment.
- Manage, onboard and develop new architects, vendors and contractors, under a master service agreement: proposals & payment schedules; monitoring standards, specifications, quality of delivery and installation.

L'OCCITANE Senior Manager : Retail Development
New York, NY June 2018 – September 2020

- Developed new concepts stores standards, focused on key touch-points: product range categories, customer journey optimization, and operational excellence.
- Prepared feasibility studies and 3D renderings for concept approval, budgeting and CAPEX requisitions.
- Lead architects, vendors & contractors overseeing technical specs, fabrication and install; within code compliance, landlord and tenant lease agreements.

CITI AVP : Retail Design
New York, NY April 2017 – May 2018

- Led the implementation of a new experience model: attract – engage – connect, citibank & citigold centers.
- Developed test-fits for potential new sites, feasibility studies, building codes, and program optimization.
- Conducted site assessments during prototyping, construction and installation of banking equipment and IT hardware: specifications and punch-list items.

GODIVA Manager : Global Store Design
New York, NY September 2012 – March 2017

- Managed the implementation of concepts globally; boutique, café, wholesale and grocery: focused on product category and brand resonance: the Americas, EME & APAC, Franchisees and Global Travel Retail.
- Worked closely with Global Procurement: contracts terms, vendor warranties and fixtures specifications.

CARTIER Regional Coordinator : Store Design
Coral Gables, FL July 2007 – February 2010

- Led the design development, planning, and installation of shop-in-shops, window displays and boutiques; LATAM, and U.S. Travel Retail Network.