

Alexis CHACON

Strategy : Store Design & Construction

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CORE COMPETENCIES

- Design Program Management
- Retail Architecture & Wholesale
- Concepts & Brand Activations
- Customer Experience Metrics : KPIs
- Advanced 3D Rendering Skills
- Project Scope : RFPs & Bids Leveling
- Critical Path : Scope & Schedules
- Budget : Cost Estimation & Controls
- Architects : Scope of Services
- Quality Assessment Protocols
- Procurements : Owner Materials

ACTIVITIES & AWARDS

RDI Store Design of the Year Award
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, AutoCAD
- Photoshop & Illustrator CS Studio
- Microsoft Project & Excel, JIRA

LANGUAGES

Bilingual : English & Spanish

SIXT Senior Program Manager – Brand Standards
Ft Lauderdale, FL October 2020 – October 2024

- Led brand design specifications across various customer service touchpoints, managing architects, vendors on construction sites at airports across the U.S. with a capital budget of 143 million dollars.
- Managed compliance and a local sourcing strategy of retail interiors, signage programs and procurements, in liaison with SIXT Global HQ in Munich, Germany.
- Onboarded and developed third-party services: architects and vendors scope of services, proposals, installation schedules and quality assurance protocols.

L'OCCITANE Senior Design Manager – Concept Stores
New York, NY June 2018 – August 2020

- Developed new concepts store layouts focused on consumer insights and brand touchpoints: delivering metrics on customer journey optimization, brand experience activations and visual merchandising.
- Led agencies, vendors and contractors, overseeing installations, quality standards and fabrication; within leases tenant terms, and department stores guidelines.

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

- Launched a new smart-bank brand experience model: attract – engage – connect, developing guidelines, onboarding tools, and program requirements issued to external architects and construction companies.

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

- Managed the implementation of new stores and cafés concepts globally: Americas, EMEA and APAC; focused on new product categories and offerings, leading and supporting business units and franchisees.

SWATCH Group Jr. Project Manager
Weehawken, NJ April – September 2012

- Supported team leads with construction administration activities: RFPs, bids leveling, construction schedules, budget reporting, and owner materials bulk orders.

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

- Managed all design administration and planning of boutiques interiors, shop-in-shops, fixtures and visual merchandising directives, traveling extensively throughout LATAM, Caribbean & the U.S. Travel Retail network: partnering with boutiques operating partners, area sales managers, and wholesale distributors.