

CHARLIE VAZQUEZ

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PROFESSIONAL SUMMARY

Eight years of experience translating cultural, luxury, beauty, and consumer brand stories into immersive environments, high-touch activations, and scalable global experiences. Expertise spans creative strategy, concept development, consumer-centered design, production planning, vendor and fabrication direction, stakeholder alignment, and global rollout.

CORE EXPERTISE & TOOLS

- Global Retail Strategy, Rollout & Strategic Thinking
- Retail Creative Leadership & Brand Equity-Driven Design
- Omni-Channel Brand Experiences
- Scalable Fixture & Modular Retail Systems
- 3D Spatial Visualization, Rendering & Environment Concepting
- Elevated Luxury Retail Environments & Consumer Experiences
- AI-Enhanced Workflow Development & Training
- Fabrication, Vendor & Cross-Functional Leadership

EXPERIENCE

Manager, Global Store Design and Visual Merchandising

Origins & Clinique | The Estée Lauder Companies | May 2025 - Present | New York, NY

- Evolved Origins' global store design and VM infrastructure into a more scalable, consistent framework for regional market execution
- Drove +356% YoY dotcom units from a 5K-attendee Ulta Beauty World event activation within 1 week
- Led design alignment across 6 markets, strengthening brand consistency and in-store hierarchy within 12 months
- Translated consumer behavior and brand strategy into scalable retail concepts supporting market adaptability and brand consistency
- Aligned 4 cross-functional departments and vendor partners to launch global VM and store design programs across 6 markets

Senior Designer, Global Visual Merchandising & Event Design

La Mer | The Estée Lauder Companies | Apr 2023 - May 2025 | New York, NY

- Spearheaded ultra-luxury retail campaign rollouts and high-touch consumer experiences across 6 regional markets
- Supported \$17M China MIV and #1 luxury MIV rankings through scalable Rejuvenating Night Cream visual merchandising
- Translated campaign narratives into immersive retail environments through spatial strategy and storytelling
- Owned the design and rollout of Genaissance de La Mer events across Asia Pacific, generating \$525K sales and \$160K EMV
- Created fabrication standards and rollout toolkits to enable consistent, scalable execution across regional markets

Experiential Designer, Global Brand Experience

MAC Cosmetics | The Estée Lauder Companies | Oct 2022 - Mar 2023 | New York, NY

- Developed renderings and storytelling assets supporting executive approvals and global creative alignment
- Led the design and rollout of Locked Kiss Ink experiences, driving \$34M EMV, 650M impressions, +54% sales, and 190% ROI
- Delivered experiential concepts within 4 weeks, improving creative quality and production efficiency through collaboration

CEO Global Presidential Associate

The Estée Lauder Companies | Sep 2021 - Mar 2023 | New York, NY

- Selected for a competitive executive rotational program across 3 prestige beauty brands: Bobbi Brown, La Mer, and MAC
- Rotated across VM, store design, and experiential teams supporting multiple brands and business functions
- Adapted rapidly to diverse brand strategies, creative processes, retail models, and organizational structures
- Participated in executive leadership trainings focused on strategy, communication, feedback, creative thinking, and growth leadership

LEADERSHIP ENGAGEMENT

- Returning SCAD industry mentor, leading industry workshops and presentations on strategy, concept, and storytelling
- Collaborated with TOM FORD and LE LABO leadership on emerging consumer behaviors, cultural, and brand strategies

EDUCATION

Savannah College of Art and Design (SCAD)

B.F.A. in Industrial Design, Design for Sustainability

LANGUAGES

- English
- Spanish (Conversational)
- Italian (Learning)