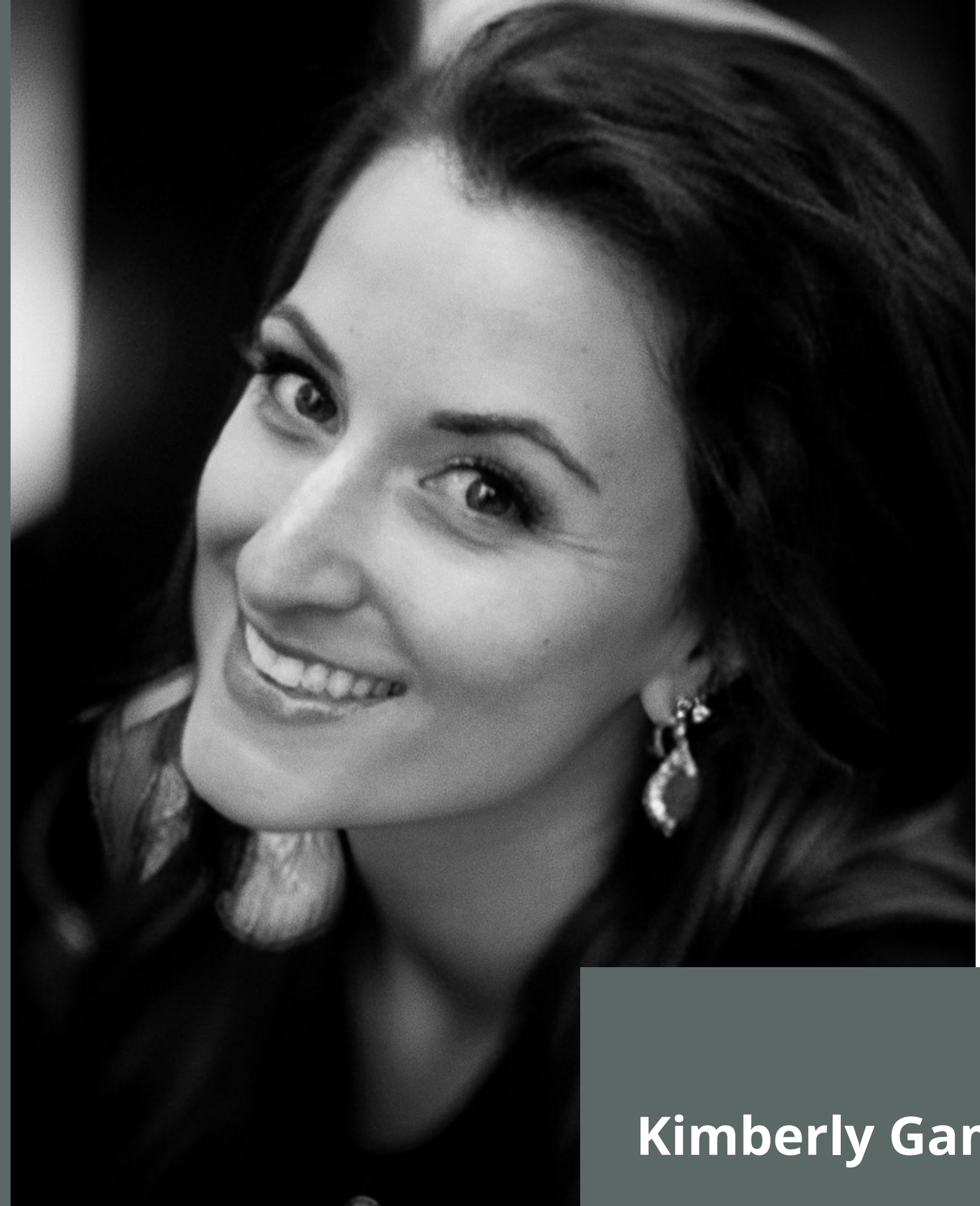


Creative Portfolio

Visual Merchandising | Store Design | Fixture
Design | Brand Work | Experiential Marketing



Kimberly Gamboa

About

Hello, I am Kimberly Gamboa and I have a love for creating memorable shopping experiences and the ways in which consumers engage with their environments. I have over 15 years of experience in bringing data-driven creative ideas to life in retail and consumer-facing events with a track record of positive ROI supporting sales and sustained growth through the implementation of my strategies.



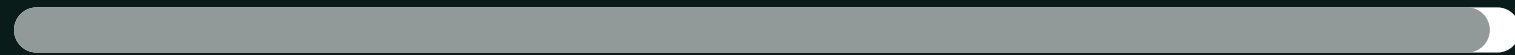
With a degree in Visual Communications and work experience ranging across industries, I have a unique ability to understand how visual presentations and inspiring experiences speak to the psychology of different consumer profiles.

My experience ranges from visual merchandising, store design, fixture design, event planning, brand architecture, and experiential activations.

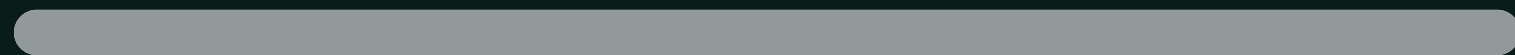
I can see the white space in creative ways to surprise and delight consumers to become brand advocates and loyal customers through inspiring consumer experiences.

Retail Store Design

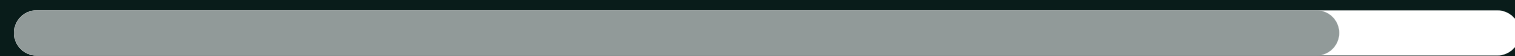
Customer Experience Design



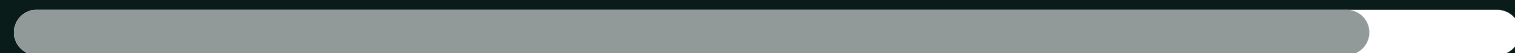
Visual Merchandising



Fixture Design



360 Brand Development Strategy



I have over 200 store openings and rebrands under my belt across the retail, lifestyle apparel, footwear, and CPG industries. From concept development all the way through the finishing touches with visual merchandising I know how to bring impactful and memorable retail experiences to life. My experience spans across shoestring scrappy start-up projects all the way through multi-million dollar rebrand rollouts. I have also owned the go-to-market and grand opening for over 100 locations nationally and visual programing for global brands.

Project- Abeo Shop Design for The Walking Company

Full store and shop-in-shop design for the ABEO brand for The Walking Company to roll out for flagship locations.

Created a bright, vibrant, and illuminated brand identity to stand out from the traditional brand look and feel of TWC stores. Utilizing a tech-forward approach and a modern aesthetic to differentiate the in-house footwear brand from others in the comfort footwear category. The new store concepts aimed to appeal to a younger audience and to build equity for in house brands.

Location: South Coast Plaza, CA



Project- Abeo Shop Design for The Walking Company

The challenge was to elevate the look and feel of the in-house brand(s) within the comfort footwear category. I pulled inspiration from tech-forward footwear brands while departing from the woodgrain look and feel of TWC stores. The new design approach demanded shoppers' attention and highlighted product information for consumers to guide their shopping journey.

The wall design also took the guesswork out of merchandising for associates, while giving an elevated “floating” look to the shoes.



Project- Abeo Shop Design for The Walking Company

Retrofitted the store shop-in-shop design into new small-footprint retail locations. Keeping the stores bright, open, and graphic forward they commanded the attention of those who walked by and made them stand out from other comfort footwear retailers. It was important to highlight the proprietary foot scanner technology front and center.



The Walking Company / ABEO Concept Store Tysons Corner

Project- Curaleaf Skokie IL

Rebranded the legacy Windy City store to Curaleaf post-acquisition in 2020, with consumer behaviors changing we went for a large-scale graphic treatment and inspiring way finding/story telling signage and left room for social distancing.



Project- Curaleaf Rebrand Design

Working within a restrictive industry I found new ways to surprise and delight customers through localized murals behind the cash wrap, introduction of impulse bins for line cues, and illuminated wall graphics for product spotlights. Owned the creative direction, prototype roll-out, fixture procurement, and management of creative agencies. Rebranded over 75 stores in under 2 years, showing triple-digit growth in in-house product sell-through across the organization. I lead the design direction for all new store concepts, fixture programs and in-store graphics.



Project- Curaleaf Rebrand Merchandising

Created shopping pods to highlight product categories and need state/mood state products. Created a replicable format to be adapted across all 160 locations even with each market having variances in product assortment. Using educational materials to help guide the consumers toward purchasing decisions.



All elements in this case relate to Sleep



This case features wellness products



Project- New Store Concept- Haus

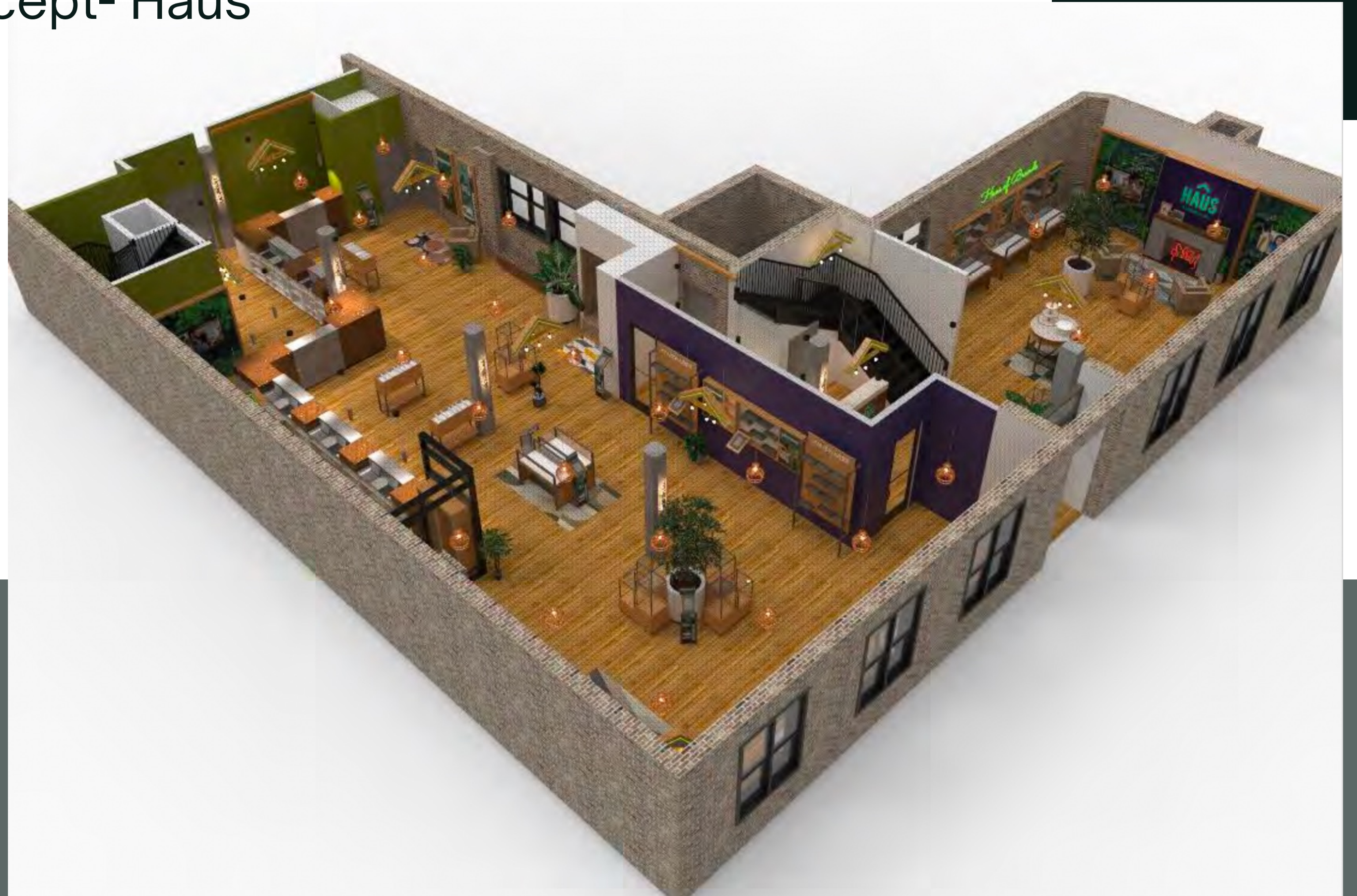
Example of one of the explorations I lead for a new store concept to feature the company's portfolio of brands. I created this concept from an existing location to show the design in an existing layout. I incorporated a focal wall for the "Haus of Brands" a living room moment as the waiting area and multiple touchpoints for product features and spotlights. The consumer journey had many surprise and delight moments to inspire purchasing.



Project-

New Store Concept- Haus

Color rendering of the new store concept, showing the consumer journey and multiple touch points to promote and sell across product categories. The goal was to encourage customers to stay and browse, building their basket size along the way with little effort from store employees.

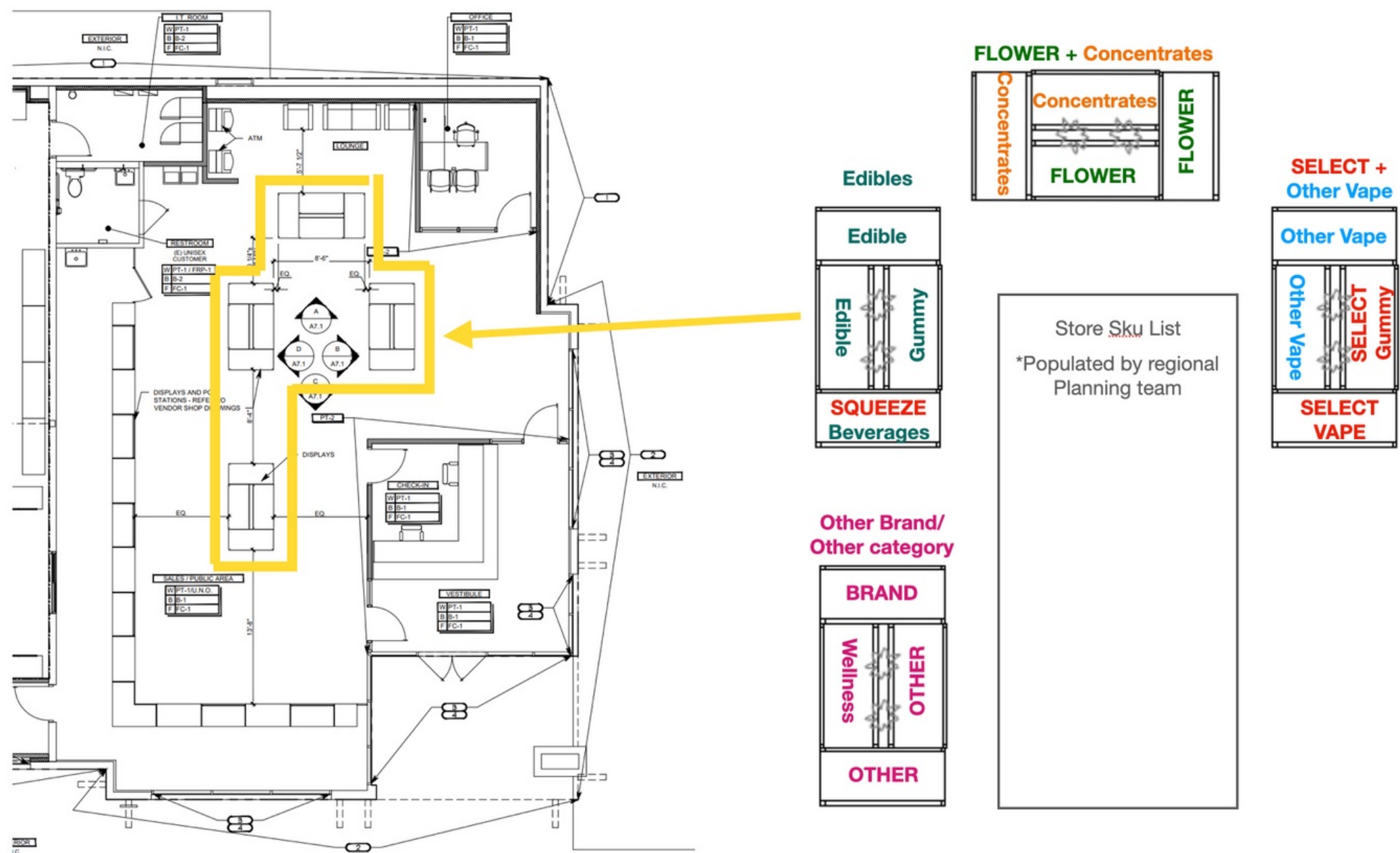


Project-

Example of merchanding plan-o-gram

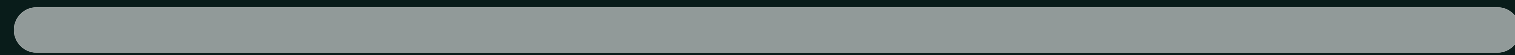
Skus and products varied across each market so I would create category layouts and work with regional planning teams to create designated SKU placement lists. We would discuss monthly about product performance and change out as needed for seasonal sales, floorsets and product launches.

Floor Case Merchandising Plan

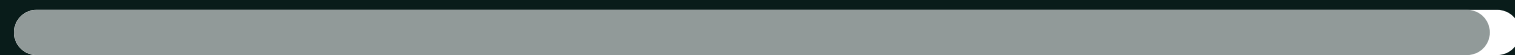


nd / Product Visual Merchandising

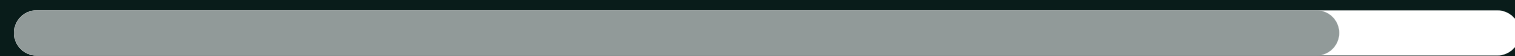
Shop-in-Shops



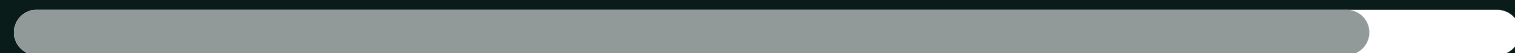
On Shelf & POP Displays



Fixture Design



Brand Launch Visual Strategy



I have a passion for making brands stand out in visually impactful ways, enticing consumers to engage with products in retail environments, and creating shop-in-shop moments across various consumer landscapes. I also love bringing my display and fixture design ideas to life to give additional brand recognition on shelf.

Project-

Select Shop-in-Shop at Planet 13 Las Vegas

Managed the creative direction, sourcing, installation, and timeline from start to finish. Included education and product spotlights. Owned launch plan for media and unveiling event. The interchangeable art panels allowed us to change out product spotlights as new skus launched. We gained earned media across multiple publications featuring the new bold brand spotlight. We became the locations top selling brand 3 weeks post launch.



Project-

Select x Rolling Stone product launch

Creatively led the in-store visual program for the Rollingstone x Select collab creating a sculptural speaker display in flagship locations, graphic window take-overs, and custom on-shelf displays. Used music and rock-n-roll inspiration to give a nod to the Rolling Stone brand making it stand out from all other products in store.



Project-

BWFW capsule collection launch at Curaleaf

Collaborated with the demand planning team to select stores to pilot the BWFW collection creating the 1st soft goods program for Curaleaf. From this launch, I then created the corporate standards for all soft goods programs moving forward.



Project- Eco-Friendly fixture design for FIND launch

Spearheaded the design process with an external creative design partner to bring my idea to life to create a fully eco-friendly corrugate VM fixture package to display mylar bag products. Saved on shipping costs as all items could be flat shipped and easily assembled on-site. The intention was to have our value brand have a fun and approachable feel to it, letting the bright packaging and pop headlines do the heavy lifting.



Project-

Podium product display - Select

Created a way to repurpose off-the-shelf fixtures through magnetic graphics and interchangeable cube displays with product information and educational moments. Oversaw creative direction, content creation, prototyping, vendor management and deployment of fixtures globally.

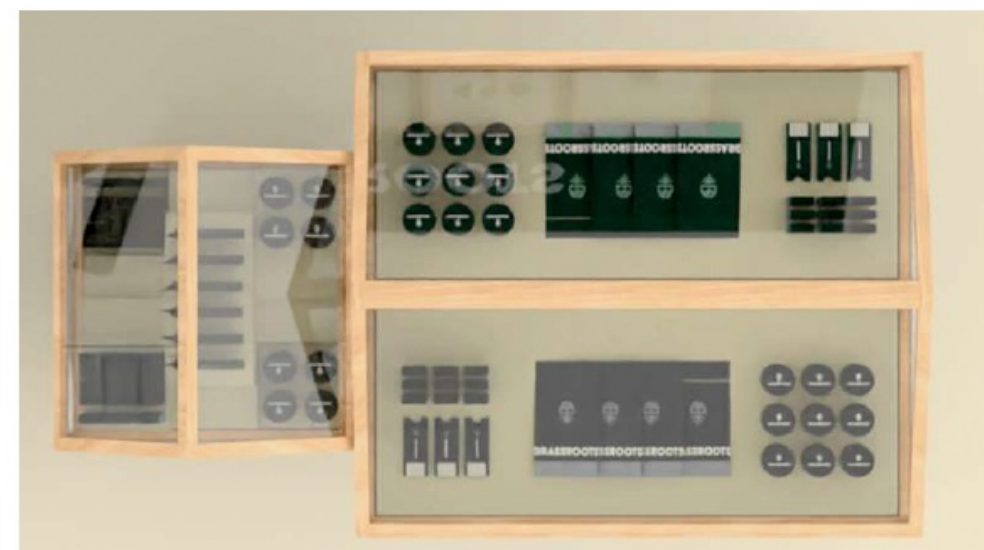


Project-

Grassroots rebrand VM package.

Created the visual identity for the rebrand of Grassroots which went on to win a 2023 CLIO award.

Keeping a clean high end and approachable visual identity making the line stand out in our product portfolio.



Project-

Grassroots rebrand VM package.

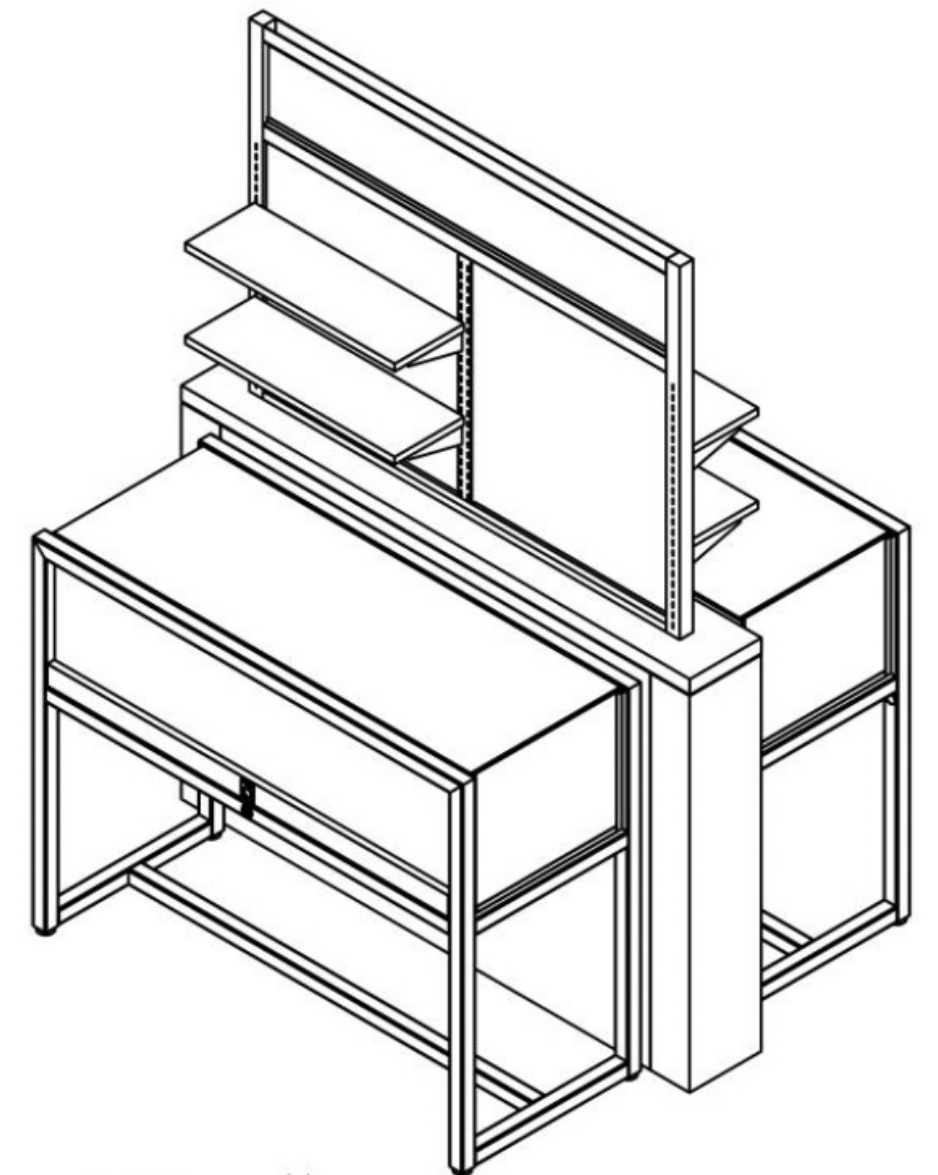
Directed the creative development of interior and exterior campaign launch graphics. All systems were designed on SEG systems with the intention changed out seasonally or to highlight new product launches. Created story-telling brand moments across new and existing markets.



Project-

Grassroots retrofit fixture package

Utilizing existing store fixtures I worked with an engineer to create retrofit fixture packages utilizing existing fixtures to support the rebrand across existing markets. This ensured that we could have the biggest impact for the least amount of cost saving our budget for graphic moments vs new fixtures.



Project-

Graphic retrofit existing fixtures

Utilizing existing store fixtures I worked with an engineer to create retrofit fixture packages utilizing existing fixtures to support multibrand visibility across existing markets. This ensured that we could have the biggest impact for the least amount of cost saving our budget for graphic moments vs new fixtures. The graphics were interchangeable and could be leveraged for promotional campaigns as well.



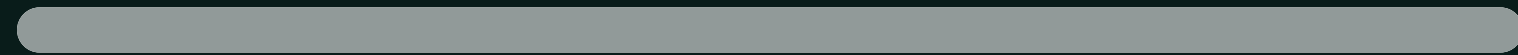
Project- Wayfinding Signage- New Store Concept

Created the wayfinding and graphic strategy for large-format new store locations, empowering consumers to shop for what they were looking for easily and creating a merchandising system for store employees to easily follow.

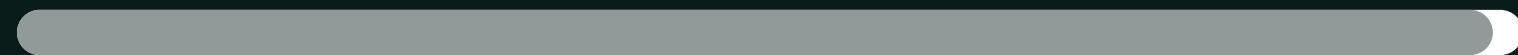


Events and Tradeshows

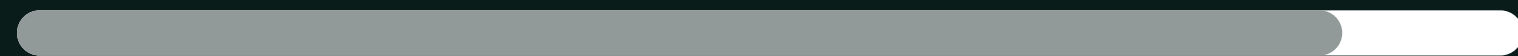
Event planning + production



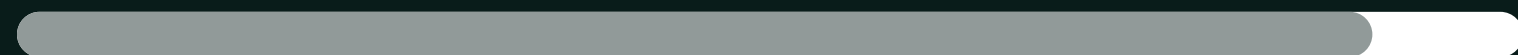
Vendor management



Spacial Design



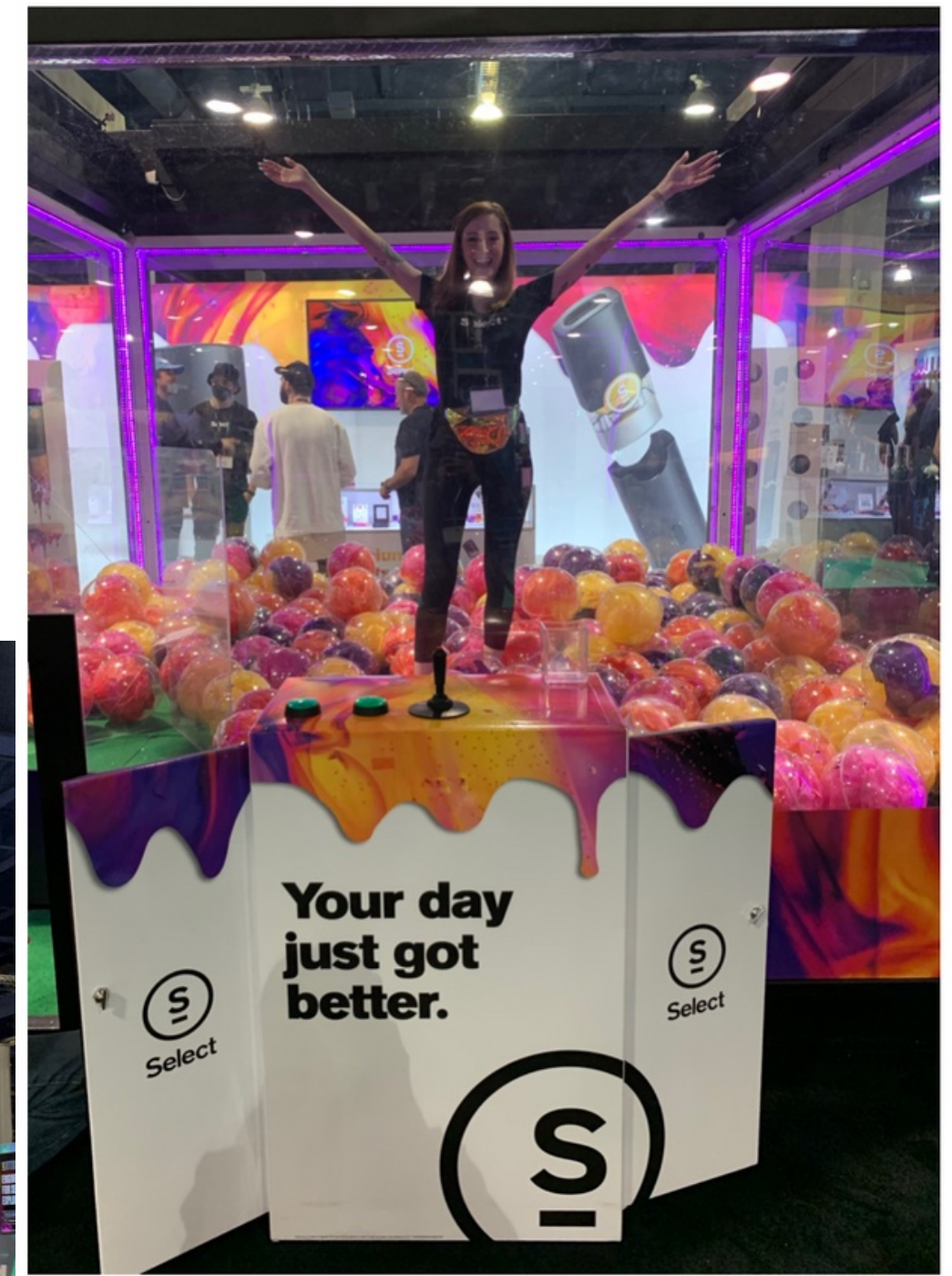
Data Capture / Consumer Feedback



I have experience managing and creating memorable experiential brand moments for consumers from conception through execution. I thrive off finding ways to turn a positive ROI through consumer opt-ins, coupon redemptions, earned media and UGC.

Project- G4 Experiential Booth Activation

Created an experiential interactive booth complete with a larger-than-life claw machine, EDU counters, and product display areas. For guests to participate/win prizes they needed to opt into our loyalty program – successfully signed up 900 new people to the platform.



Project-

Select Women in Weed Events

I created and produced a national brand event series across 4 markets, sourced local vendors for all live flower walls and arrangements, and booked speakers, photographers, and venues. A woman-focused event focused on networking sponsored by Select for Women's History Month.



Project-

Select booth for Hall of Flowers

Designed a shipping container booth to travel to multiple shows with interchangeable graphic moments, with a private rooftop VIP area for sales meetings, this booth was used across 3 shows and was featured in the events promotional materials.



Project-

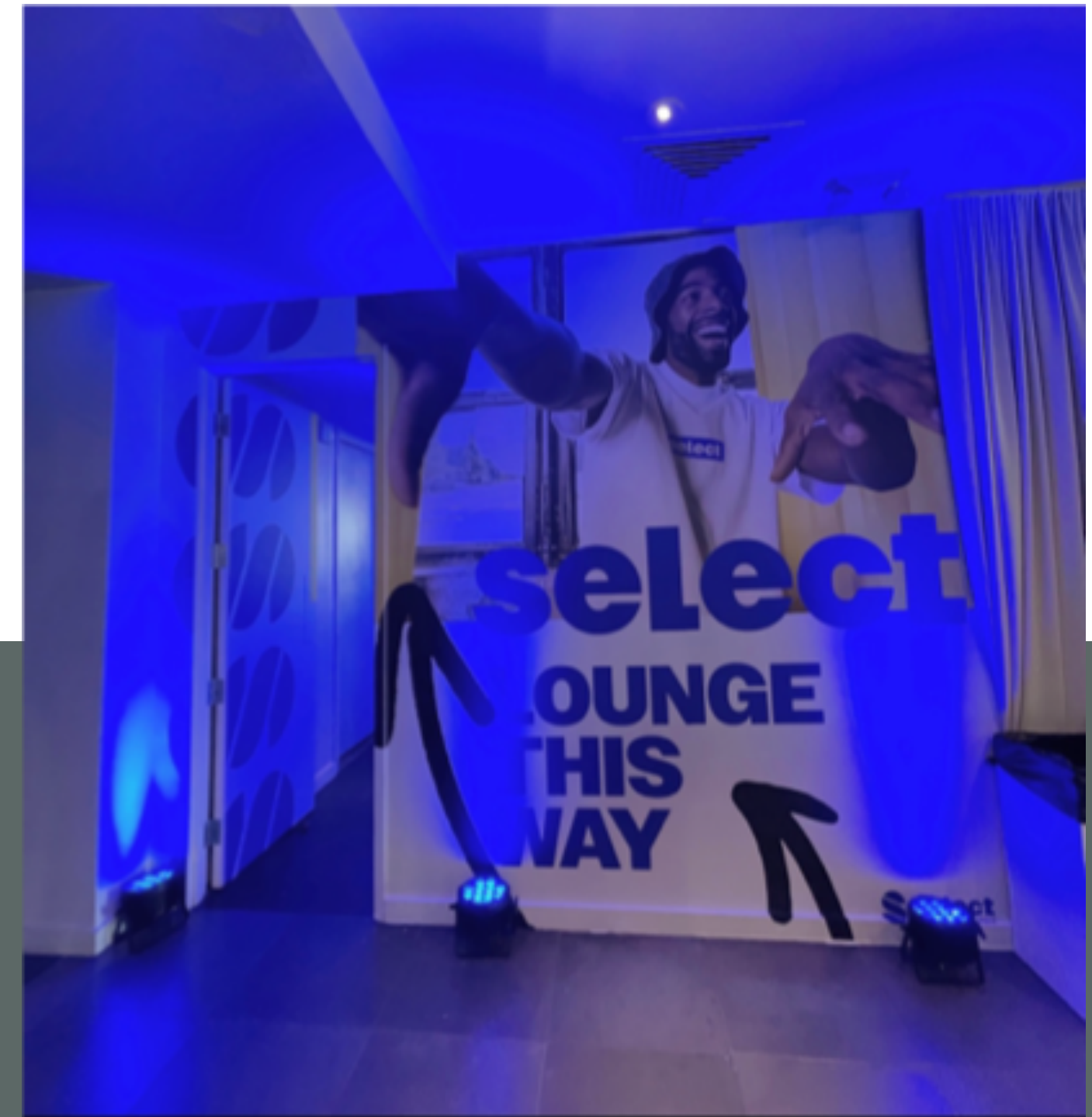
Select at Salt Shed IL

Created a branded lounge complete with digital games at the 1st cannabis-friendly music venue in IL – Salt Shed. We had over 500 opt ins with a 30% coupon redemption over 30 days for our local market.



Project- Select Rebrand Trade Events

Created a branded trade demo program for the rebrand of Select for activations across 11 states including a large scale graphic kit, branded event tables, demo tables and POS materials.





Testimonials / Recommendations



Recommendations



Kimberly is that rare team member so many companies crave and need – a creative talent with unbeatable organizational, strategic and collaborative skills. She has a keen eye for detail, effective visual branding, and creative quality. She is a tireless and consummate professional and a true team player. Any brand or marketing team would be lucky to have Kimberly on its roster.

Tracey Brady

VP Head of Global Communications at Curaleaf

Recommendations



Kimberly is an intuitive leader, an innovative marketer, and a wonderful person. We've worked together for over ten years across different companies, capacities, and roles and she has always been a steady, open-minded partner. Kimberly's ability to see the forest and the trees while also having a high emotional intelligence makes her an amazing asset and leader for any company. I highly recommend her for those seeking a creative, grounded, and aware marketing professional.

Jeff Lo

CEO TGS Elevate

Recommendations



It was my privilege to work with Kimberly (KG) for 2.5 years; she taught me so much about Customer Experience, Visual Merchandising, Operational Considerations, Decor, Displays, Music, ... you name it, KG has done it and knows about it! We worked on several large, strategic projects together and I was continually impressed by Kimberly's balance of forward-looking business acumen and raw creativity that infuses everything she does. KG would be an excellent asset to any team.

Sydney Chernish

VP- Brand Management

Recommendations



“

I had the pleasure of working closely Kimberly at Curaleaf and was blown away by her talent, passion for the product and professional approach. She was thorough and balanced in approach, strategic and thoughtful – she became my go-to person for questions and collaboration. She is great at rolling up her sleeves and digging in or being a leader which makes her versatile and valuable in any role – recommend her so highly and hope to get to work with her again in the future!

Kimberley Yaeger

Senior Director, Brand Design at Peet's Coffee