

# LIZ RINALDI, NCIDQ, RDI

Design Leader | Retail Marketer | Creative Storyteller

## PROFILE

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Award-winning strategic design leader with nearly 20 years' experience designing brand experiences that solve human problems and drive business growth. A creative storyteller and retail marketer, passionate about creating disruptive concepts and delivering high-impact, digital-forward customer experiences. Skilled in collaborating with senior leadership, implementing strategies, and achieving measurable metrics. Motivated team leader specializing in building trust and breaking down silos. Well-versed in developing disruptive concepts from pilot to system-wide rollout, delivering high-impact, digital forward, differentiated, and profitable customer experiences.

### Areas of Expertise:

- Creative Leadership
- Retail Design Strategy
- Customer Experience
- Designing for Rollout
- Concept Design and Development
- Retail Trends
- Brand Integration
- Cross-functional Collaboration
- Verbal and Visual Presentation

### Awards and Thought Leadership:

- 2021 Design: Retail Magazine Top 40 under 40
- 2019 Working Mothers' Magazine: #1 Mother's Lounge in US
- 2019 P2PX: Speaker "Rethinking Retail: Reinventing the Auto Repair Experience"
- 2015 VMDS Designer Dozen Award
- 2014: McDonald's Circle of Excellence Award: Urban Flagships

## PROFESSIONAL EXPERIENCE

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ARC WORLDWIDE, LEO BURNETT GROUPE, Chicago, IL

03/2017 – 06/2023

### Vice President, Retail Design

Led the inter-disciplinary team of eight retail designers to develop concepts that integrated physical environment, digital experiences, and marketing strategy to bring a brand's purpose to life for clients inclusive of: Dunkin', Samsung, CVS, Wingstop, Firestone, Visionworks, US Cellular, Verizon, Coca-Cola and more.

- Orchestrated the design process from concept to execution, through construction and installation, inclusive of exterior and interior design, furniture, fixtures, and materials, digital and static signage which resulted in scaled and cost-effective rollout programs for national multi-unit retailers.
- Collaborated with cross-functional teams and key stakeholders to understand business challenges and successfully execute design solutions within budget, aligning with brand mission and driving growth.
- Created and implemented shopper journeys, design frameworks, processes, and strategic partnerships, enabling brands to bridge the gap from respected contender to category leader.
- Spearheaded the design and rollout program of new stores and remodels for Firestone Complete Auto Care, impacting over 2200 locations nationwide, resulting in a 9% sales increase.
- Designed the new store prototypes for Visionworks, establishing comprehensive design guidelines that facilitated the successful implementation of 75 new store formats, resulting in a 30% increase in overall customer satisfaction and an 8% sales lift.
- Managed external architects, designers, and vendors to ensure quality and design intent requirements were met.
- Authored and presented retail trends to clients on emerging insights relevant to their business.
- Fostered professional development and clearly communicates key responsibilities, best practices, and expectations to ensure the success of immediate team of direct reports.

UPSHOT AGENCY, Chicago, IL

2016 – 2017

### Creative Director

Led environmental design for multiple brands and retailers, delivering physical design and point-of-sale displays. Clients included The Fresh Market, Scotts Miracle-Gro, New Balance, Coca-Cola, Sears, Proctor & Gamble.

- Directed the creative strategy and execution for The Fresh Market brand relaunch campaign, covering all 159 locations across 22 states.
- Spearheaded development of all marketing assets, including out of home, direct mail, digital ads, and in-store messaging and navigation elements.
- Developed retail sell-in tools and activated branded campaigns and promotions, creating a seamless connection between marketing strategy and shopper experience.

ARIA GROUP ARCHITECTS, Oak Park, IL

2015 – 2016

### **Senior Designer**

Drove design vision and execution from project inception for restaurants, hospitality, and entertainment venues for clients including P.F. Chang's, Cooper's Hawk Winery, Dave and Buster's, and Standard Market.

- Facilitated design development of interior design elements, FF&E selections, and budgeting considerations.
- Led the design strategy for P.F. Chang's international and special projects initiatives.
- Collaborated with vendors, consultants, and contractors throughout design and construction process to ensure quality deliverable of design intent requirements were being met.

MCDONALD'S CORPORATION LLC, Chicago, IL

2005 – 2015

### **Senior Retail Brand Designer (2010 – 2015)**

Led retailing strategy and execution for the US market, engaging construction, supply chain, design, and fabrication partners to deliver an aggressive modernization development plan while completing more than 5,000 modernized restaurant projects, resulting in 5% average increase, and 12 quarters of consecutive growth.

- Developed comprehensive interiors packages for key programs in the US market, managing over 450 projects totaling more than \$540M in construction spend.
- Led the concepts and strategy of special projects, including McCafe concept, and urban flagships.
- Saved 40% total costs over typical building by developing a low volume concept.
- Drove creative direction for McDonald's non-traditional locations, including malls and airports, and introduced localization options for market flexibility.
- Partnered with franchisee organization to uncover challenges and execute design solutions that aligned with the brand mission and drove year over year growth.
- Led the adaptation of international décor concepts to US market, through integrated partnerships with international partners, architectural marketing teams, fabrication vendors and procurement.
- Managed external design and fabrication firms across the United States.
- Developed and delivered sell-in tools for internal leadership, external consultants, franchisee leadership and corporate-owned organizations.

### **Interior Retail Designer (2005 – 2010)**

Developed design and construction standards for McCafe launch in US market, partnered closely with operations, marketing, and construction teams to deliver high impact, time-sensitive, cost-effective solutions, and flexible options for franchisee engagement.

- Partnered with construction supply chain, fabricators, and architectural teams to develop cost-conscious and scalable concepts, resulting in 25% cost reduction.
- Accelerated the launch of McCafe retail presence in urban locations with custom design solutions for over 200 stores in unique NYC market.

## **EDUCATION AND CERTIFICATION**

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**Bachelor of Fine Arts**, Interior Design, HARRINGTON COLLEGE OF DESIGN, Chicago, IL

**General Studies**, Liberal Arts, LOYOLA UNIVERSITY, Chicago, IL

**Licensed Interior Designer and NCIDQ Certification #191213**, State of Illinois

**Retail Design Institute**, Professional Member, Speaker and Mentor

## **TECHNICAL SKILLS**

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### **Proficient in:**

- Sketchup, AutoCAD, Adobe Suite, Photoshop, Illustrator, InDesign, PowerPoint, Keynote, Hand Sketching, Procreate, Verbal and Visual Presentation Skills