

## Ryne Norton

Fashion Stylist / Visual Merchandiser, Luxury Retail  
New York, NY

Experienced visual merchandiser and fashion stylist with over a decade of expertise in luxury retail. Proficient in curating immersive spaces that elevate the brand experience, and styling compelling images for digital, print, and screen. Skilled at storytelling through design, with a background in advertising art direction and retail leadership.

## Experience

2020 - 2024

Present

### The RealReal

Visual Merchandiser, New York, NY

- Curation of in-store experience, overseeing all visual operations including merchandise selection, visual displays, furniture design, flower arrangements and building upkeep.
- Constant communication between departments in order to deliver efficient results at the highest standard.

Creative Assistant- Styling, New York, NY

- Assist creative team in styling of web images, including on-model styling and product styling.
- On-set fashion styling for seasonal campaigns, consisting of television commercials, web content and editorial images.

Programming Co-Chair - LGBTQ+ Employee Resource Group

- Created a queer community that provided a space for voices to be heard and current events to be discussed, along with career development and mentoring.
- Produced internal programming and events, including a panel discussion with the Human Rights Campaign on pronouns in the workplace. Successfully implemented the option for non-binary and gender non-conforming pronouns in the company's internal system.

Visual Merchandiser, Chicago, IL

- Delivering world-class excellence in merchandising to the Chicago Flagship location. Daily curation of spaces in tandem with quick flow of product. Detail obsessed. Expertise in form styling, garment handling, and store standards.

2017 - 2020

### Urban Outfitters

Store Brand Leader, Evanston IL

- Management of daily tasks, including monitoring inventory, employee environment, customer relations, store maintenance, ordering supplies and exceeding sales goals.

Visual Merchandising Manager, Chicago, IL

- Daily upkeep and curation of in-store visual experience, from dressing forms to displaying product, in order to promote interest and generate higher sales.

2012 - 2017

### American Apparel

Store Manager, Schaumburg, IL

- Oversaw all store operations, tracked daily sales, payroll goals and KPIs. Team management and scheduling. Inventory operations and control.

Visual Merchandiser, Chicago, IL

- Followed visual directives and storyboards to showcase product through window displays and in-store merchandise setups.

## Education

2017

### Columbia College Chicago, Chicago, IL

- Bachelor of Arts in Advertising Art Direction
- Focus in fashion styling, and gender and queer studies

2012

### Elgin Community College, Elgin, IL

- General studies with a focus in Graphic Design and fine arts

## Skills

### • Visual storytelling

- Excellent attention to detail
- Merchandise planning
- Visual Merchandising
- Flower arrangement
- Garment handling
- Interior design
- Art curation

### • Fashion styling

- Wardrobe styling for film and TV
- Editorial styling for print
- On-set styling on figure
- Wardrobe consultation
- Trend forecasting
- Product styling

### • Art direction

- Graphic design, for print and web
- Campaign conceptualization
- Creative problem solving
- Advertisement design
- Adobe creative suite
- Photography
- Copywriting

### • Leadership

- Cross-department collaboration
- Excellent communication
- Relationship building
- People management
- Customer service
- Inventory control
- Sales tracking

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Visual Merchandising Portfolio  
Styling Portfolio  
Instagram  
Linkedin