



# Architectural Designer & Visual Merchandiser

A unique blend of designer and visual merchandiser with a passion for delivering great spaces. A creative problem solver with excellent communication skills developed working within higher education.

**paullloydjohnson.com**  
**work@paullloydjohnson.com**  
**07414711911**

## Experience

### Architecture & Design

- 10/2022- Present **University for the Creative Arts, Canterbury**  
**Digital Media Technical Tutor**
- Teaching InDesign, Illustrator, Photoshop, Rhino & Vectorworks to classes of undergraduate and masters students across various courses
  - Setting up and operating the new motion capture and data processing suites
  - Creating technical and software guides, posters and lesson plans in InDesign/Illustrator
  - Overhauling the photographic department with new murals, signage & custom builds
  - Designing and building a materials library including liaising with material suppliers
- 01/2015-05/2022 **University for the Creative Arts, Canterbury**  
**ICT Advisor**
- Working evenings and weekends during my degree and afterwards as a second job
  - Individual teaching of creative software to undergraduate and masters degree students
  - Creating on-brand displays, posters and leaflets for the library in InDesign/Illustrator
- 09/2018 - 09/2019 **Urban Surveying & Design, Broadstairs**  
**Architectural Assistant**
- Meeting clients and designing new build houses and extensions based on their requirements
  - Surveying and drawing existing buildings in AutoCAD
  - Liaising with planning and building control
  - Drawing new designs for planning and construction purposes in AutoCAD
  - RIBA Plan of Work Stages 0-4

### Education

- 06/2018 **University for the Creative Arts, Canterbury**  
**BA (Honours) Architecture (2.1)**
- RIBA Kent Branches Student Award 2018
  - Mark Richard Trust Travel Bursary 2016
  - UCA Course Representative Gold Award
- 06/2004 **Kent Institute of Art & Design, Rochester**  
**BTEC PDA in Design**
- 06/1998 **Dane Court Grammar School, Broadstairs**  
**10 GCSEs (A-C)**

### Visual Merchandising & Retail

- 09/2017 - 09/2022 **Boots, Westwood Cross**  
**Merchandiser**
- Driving sales by sourcing and implementing deeper shelving to improve stock availability
  - Switching the seasonal department between Christmas and Summer layouts (80 modules)
  - Implementing weekly plan and layout changes
- 07/2014 - 09/2015 **Boots, Canterbury Flagship**  
**Merchandiser**
- Switching the seasonal department between Christmas and Summer layouts (144 modules)
  - Implementing weekly plan and layout changes
- 08/2013 - 05/2014 **Patagonia, Toronto**  
**Visual Merchandiser & Floor Leader**
- Complete overhaul of the store layout and implementing new visual standards
  - Hand painting window schemes
- 12/2011 - 05/2013 **Boots, Westwood Cross**  
**Photography Consultant**
- Maintaining photographic machines
  - Producing canvases & photo-books
- 09/2010 - 09/2011 **Habitat, Canterbury**  
**Visual Merchandising Manager**
- Close-down of store during administration
- 09/2009 - 09/2010 **Habitat, Oxford**  
**Visual Merchandising Manager**
- Design & implementation of rationalised store layout, leading to a dramatic turn around in store's financial performance
- & more... Full work history at [paullloydjohnson.com/about](http://paullloydjohnson.com/about)

### Skills

- 3D Modelling
- Architectural Drawing
- Creative Problem Solving
- Graphic Design
- Leadership
- Model Making
- Project Management
- Visual Merchandising

### Software

- InDesign
- Illustrator
- Photoshop
- Premiere Pro
- AutoCAD
- Rhinoceros 3D
- Vectorworks
- Microsoft Office