



Marissa Liff

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Employment History

Global Store Design, Calvin Klein, June 2014 - Present, New York, NY

Design and lay out shop-in-shops and freestanding stores for all Calvin Klein brands and regions
Create prototypical shops and manuals for distribution to regional teams and licensees
Design and value engineer custom floor and wall fixtures and furniture for apparel, boxed product, sheets, and assorted accessories with fixture contractors and licensees
Prepare DD sets and pricing packages for stores and fixtures to submit to fixture contractor for shop drawings, cost estimates, and prototypes
Follow through fixture design process by reviewing and red-lining shop drawings and managing production of prototypes
Source new materials, introduce new vendors, and arrange educational visits to manufacturers and retail conventions
Lead designer, manager and main contact for all sock and shoe fixtures
Coordinate with CRK graphics and packaging and CKI Visual departments for visual elements

Retail Fixture and Store Designer, Clinique, August 2013 - June 2014, New York, NY

Designed custom fixtures, furniture, and point of purchase displays for Clinique brand spaces
Provided CAD drawings of new fixtures and displays to millworkers and vendors for manufacture
Planned space within department store leaselines keeping in mind foot traffic and line of sight
Generated 3D drawings and renderings of store concepts for presentations
Coordinated with visual merchandising and graphic teams for lightboxes and visual elements

Design and Rendering Consultant, Coach, Inc., May 2013 - June 2014, New York, NY

Interpreted abstract concepts to generate 2D and 3D designs for Coach brand store fronts
Provided renderings and drawings for conceptual development of stores
Simulated existing environments for realistic rendering of new store concepts
Created demolition and fixture CAD plans for store rollouts

Store Design Intern, Camuto Group, Summer 2012, New York, NY

Reported directly to Senior Director of Architecture & Design for Vince Camuto brand
Provided space planning and CAD drawings to be submitted for CD sets on global retail stores
Designed custom furniture such as window displays and jewelry vitrines and provided CAD drawings as well as lifelike 3D renderings
Drafted changes to existing stores for renovations to be submitted to contractors
Communicated with vendors, contractors, retailers, and manufacturers to: ensure completion of renovations; keep up with changes; and obtain products and samples
Designed and provided renderings of storefronts with detailed assembly drawings

Designer/Drafter, Kan Tan Project, March 2009, Boruca, Costa Rica

Designed and drafted a full kitchen layout for a volunteer center, keeping in mind the basic needs of the indigenous people

Designer/Illustrator, Son Schein Sales, August 2007 - November 2008, Linden, NJ

Designed, illustrated, and prepared full book layouts and die cuts for a wide array of children's books including coloring books, pop-ups, puzzle books using both digital and hand techniques

Education

Pratt Institute, May 2013

Master of Architecture I

Rochester Institute of Technology, May 2007

Bachelors of Fine Arts in Industrial Design
Concentration in Spanish Language and Culture

Study Abroad at Denmark Designskøle at Copenhagen's Denmark International Studies

Furniture Design 2006

Achievements

Exhibited at the Model Citizens NYC Show at Ugo Cacciatori Showroom for NY Design Week
Published InProcess 18, Pratt Publication 2013
Exhibited at The Center for Architecture, Pratt Student Work
Pratt Archives Spring 2012, Fall 2012
RIT Merit Scholarship 2003-2007

Computer Programs

3D Modeling: Google SketchUp, Rhino, RhinoCAM, Autodesk Maya, Mental Ray, Revit, Solidworks
Drafting: AutoCAD, Ashlar-Vellum Graphite
Scripting: HTML/Dreamweaver, Javascript, Grasshopper
Adobe Programs: Photoshop, Illustrator, InDesign, Flash, After Effects
Additional programs: Ecotect Analysis, Processing, Quark Xpress

Skills

Knowledge of materials and engineering	Fixture Development	Ideation/Design Process
Human Factors/Ergonomics	Modelmaking	Casting/Moldmaking
3D Modelling and Rendering	Illustration	Laser cutting/CNC
Easily trained/quick to learn	Scripting	Diplomacy/mediation
Works well under pressure	Wood Shop	Conversational Spanish