# Molly Geisler, NCIDQ

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Innovative interior designer with expertise in retail design, space planning, fixture design, graphic branding, & material specification. Skills in leading projects from concept to completion, collaborating across teams, & delivering creative, brand-aligned solutions that enhance customer experience.

## CORE COMPETENCIES

- Results driven leadership
- Creative problem solving
- Team development & mentorship
- Project & time management
- Adaptability & resilience
- Cross functional collaboration
- Research & trend analysis
- Conflict resolution & communication
- Continuous improvement mindset
- Constructive feedback integration

## TECHNICAL SKILLS

AutoCAD, AutoDesk Construction Cloud, SketchUp, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Bluebeam, Microsoft Office, Basic rendering using Enscape

## QUALIFICATIONS

- Advanced space planning & prototype development
- Brand translation from concept through execution
- Fixture, display, & merchandising environment design
- Construction documents, shop drawing review, & specifications
- Environmental graphics, store branding, & décor systems
- Cross-functional coordination with architecture & operations
- Design governance, quality control, & process improvement

## EDUCATION

University of Kentucky
BA in Interior Design
Cum Laude

## EXPERIENCE

### BATH & BODY WORKS – STORE DESIGNER II

- Developed schematic concepts for domestic & international retail locations aligned with brand standards, while managing feedback from senior leadership, store operations & brand merchandising teams
- Designed spaces with unique site conditions including small format GSF, low & high ceiling requirements, curved storefronts & historic preservation efforts, while maintaining brand standards & aligning with landlord criteria
- Represented company externally by securing zoning approval for signage
- Provided mentorship & leadership to interns & junior level designers by leading them through full project cycles & creating training resources
- Led national BOPIS initiative, managing design, construction, & cross-functional coordination
- Reviewed & approved construction documents for brand & code compliance
- Collaborated with project managers, vendors, & cross-functional teams on design & schedule
- Engaged in employee cultural programs, volunteering to help plan & execute events
- Delivered projects on time & budget, ensuring quality standards
- Supported store openings through on-site walkthroughs & layout feedback
- Developed custom fixtures & signage & partnered with vendors on shop drawings, materials, & finish approvals
- Reviewed architectural invoices for alignment with scope & deliverables

### KROGER – STORE DESIGNER

- Managed 15+ major remodels & 100+ minor remodels annually from concept to completion
- Produced schematic, as-built, & final design documents, ensuring design integrity
- Collaborated with executives, merchandisers, architects, & engineers to optimize experience & efficiency
- Maintained project schedules & provided design leadership to supporting designers
- Served as SME for Drug/General Merchandise departments, guiding prototypes & compliance
- Contributed to Kroger PRIDE leadership team, promoting inclusive design practices
- Mentored team members on professional growth & career development

### KDM SOLUTIONS – RETAIL INTERIOR DESIGNER

- Designed interiors, graphics, & displays for national retail & restaurant clients
- Managed multiple concurrent projects, consistently meeting deadlines
- Created branding assets including logos, signage, & wallcoverings aligned with corporate identity
- Developed comprehensive branding & décor guideline packages for corporate/franchise use
- Conducted trend research & competitive analyses to inform design concepts
- Oversaw projects from concept through installation, managing documentation & vendors
- Drafted detailed architectural drawings, specifying lighting, finishes, furniture, & millwork
- Led client presentations, gathering feedback & refining designs