

ETHAN JONES

Merchandising · Spatial Design · Product Development

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Merchandising and spatial design professional with four years owning physical product from vendor to floor, and four years before that building and installing sets by hand. Work spans full-store floor planning, product construction and materials knowledge, vendor timelines, SKU tracking, and hands-on fabrication. Detail-driven under a clock, with a habit of catching problems early and having the workaround ready before they become a delay.

CORE COMPETENCIES

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| • Floor Planning & Space Layout | • Vendor Relations & Sourcing | • Product Knowledge & Materials |
| • Fixture & Display Development | • SKU & Product Data Tracking | • Cross-Functional Collaboration |
| • Prototyping & Fabrication | • Install Planning & Execution | • Contingency Planning |

Software: AutoCAD, Autodesk Inventor, Fusion 360, Blender, SketchUp, FloorPlanner, Adobe Creative Suite, Excel, ERP systems

PROFESSIONAL EXPERIENCE

SCANDINAVIAN DESIGNS, ROSEVILLE, MN

2024 – Current

Visual Merchandiser (Full-Time)

- Sole visual merchandiser for the Roseville store, owning the product lifecycle for the showroom floor: receiving and categorizing inventory, tracking SKUs, and staging pieces so displays land on schedule
- Built the store's first complete digital floor plan set by hand-measuring the entire sales floor, raising throughput from 2 to 3 hand-planned room resets a month to 5 to 6 full-store floor moves, and driving a 10% increase in store profits by rebuilding layout around shopping behavior and seasonal buying patterns
- Expanded the mattress gallery from 912 to 2,021 square feet, taking it from 9 displays to 17 while keeping competing vendor lines separated within the layout; mattress sales rose 34% after the reset
- Rehoused the sleeper gallery displaced by that expansion by pulling collection-level sales from the store ERP, ranking performance, and cutting the lowest performer; the rebuilt gallery held its sales
- Manage vendor relationships and delivery timelines, flagging late or missing product early and reworking display plans around it so installs still land on time
- Serve as the store's product knowledge resource, using detailed construction and materials knowledge to guide how each piece is shown and to field sales team questions on the floor

JESSICA JONES INTERIOR DESIGN, MINNEAPOLIS, MN

2022 – 2024

Interior Designer (Part-Time)

- Sourced decor and materials against client budget, aesthetic direction, and install dates, tracking orders through delivery and finding substitutions when items ran late or fell through
- Produced spec documentation and drawings for client projects, and coordinated across clients, vendors, and installers to keep each project aligned on what was arriving, when, and where it was going
- Tracked design trends and analyzed engagement data in Google Analytics and Meta Business Suite to inform sourcing and content decisions

LIVING WORD CHRISTIAN CENTER, BROOKLYN PARK, MN

2018 – 2022

Lighting/Set Designer (Contract)

- Built and struck sets alongside senior designers, handling physical fabrication and lighting placement, and adapting builds on site when the plan met the constraints of the space
- Ran load-in, set-up, and teardown for multi-camera shoots, sequencing the work so studio spaces and equipment were reset and production-ready for the next shoot
- Kept lighting instruments, set pieces, and production equipment organized, accounted for, and staged across back-to-back productions

DESIGN PROJECTS

Portable Fire Pit · 2019 prototype, 2022 redesign. Built a working collapsible fire pit that shuts off if tipped or left burning too long, teaching myself welding, brazing, soldering, and circuit programming to complete it. Redesigned it in 2022 around electric heated coils with a digital timer and temperature control.

EDUCATION

Bachelor of Arts in Communication

Sept 2020 – Dec 2024

University of Minnesota

Relevant coursework: Electronic Media Production, Media Design, Project Management