MA

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🌐 www.michaelanderson.com

SKILLS

- wayfinding design
- retail strategy
- consumer behavior
- project management
- digital signage
- customer engagement

EDUCATION

BACHELOR OF SCIENCE IN MARKETING, UNIVERSITY OF SOUTHERN CALIFORNIA

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased foot traffic by 20% through the implementation of effective wayfinding solutions.
- Received the 2023 Retail Design Award for Best Wayfinding System.
- Improved customer satisfaction ratings by 35% through enhanced navigation systems.

Michael Anderson

WAYFINDING DESIGNER

Innovative Wayfinding Designer with a focus on the retail sector, specializing in creating engaging shopping experiences through effective navigation systems. Expertise in the application of consumer behavior theories to design wayfinding solutions that enhance customer satisfaction and drive sales. Proven ability to collaborate with marketing and merchandising teams to ensure that wayfinding aligns with brand messaging and enhances product visibility.

EXPERIENCE

WAYFINDING DESIGNER

Retail Experience Group

2016 - Present

- Designed wayfinding systems for major retail chains, improving customer navigation by 30%.
- Conducted consumer behavior analysis to inform design strategies.
- Collaborated with marketing teams to ensure signage aligns with promotional campaigns.
- Developed interactive maps that enhance customer engagement.
- Managed the installation of wayfinding elements across multiple store locations.
- Gathered customer feedback post-implementation to refine systems.

ASSISTANT WAYFINDING DESIGNER

Brand Navigation Inc.

2014 - 2016

- Assisted in the creation of wayfinding solutions for shopping centers.
- Conducted site assessments to identify key navigation points.
- Worked on digital signage projects to enhance interactivity.
- Collaborated with design teams to ensure cohesive branding.
- Supported project management efforts to ensure timely delivery of designs.
- Participated in market research to understand customer navigation needs.