



NATHAN FRALEY

Creative Leader

ABOUT ME

"Hello! I'm Nathan (you can call me Nate), and I have over 20 years of progressive experience as a results-focused leader in the creative industry.

Prior to my career in corporate store design, I advanced through field retail management, establishing a solid foundation for my customer-focused design solutions. Through mentoring creative teams, my passion for design and leadership has generated innovative and award-winning work. I empower team members to take chances, grow, and excel. My unique approach to projects blends art, science, data, and design, yielding effective solutions and extraordinary results.

Together, we can achieve your goals!"

SKILLS

BRANDING - STORYTELLING - RETAIL
DESIGN - ART DIRECTION - PHOTO
STYLING - INTERIOR DESIGN - PRODUCT
DESIGN - TRADESHOW DESIGN - CREATIVE
DIRECTION - CAMPAIGN PLANNING
STRATEGIC MARKETING
DIGITAL & PRINT DESIGN - TRAINING &
DEVELOPMENT - PROBLEM SOLVING
CONSUMER RESEARCH & ANALYSIS

WORK EXPERIENCE

RONCHAMP CREATIVE

owner/creative consultant
2015-present

- Work with businesses to develop retail store designs, branding concepts, creative strategies, and storytelling solutions.
- Offer services for retail store construction, visual merchandising, signage and graphics, product design and packaging, creative operations, and training.
- Consult on both commercial and residential interior design.
- Provide expert advice for legal matters concerning retail branding, store design, fixtures, and signage.

DEMDACO

vice president of product & brand
director of creative services
2018-2024

- Lead Product Development through establishing and improving processes, managing a multi-million-dollar budget, and identifying resource needs both in and outside of the organization.
- Coach and develop creative professionals, including product designers, graphic designers, photographers, videographers, writers, visual merchandisers, and digital asset managers.
- Create and apply brand style guide to ensure a consistent brand expression anywhere colleagues or customers encounter the brand.
- Direct and deliver creative solutions leveraged by the Wholesale and Retail organizations for touchpoints including catalogs, showrooms, photography, video, websites and email.
- Develop effective creative marketing and storytelling strategies to support all marketing channels.
- Serve on the Executive Leadership Team to ensure mutually identified goals and Key Performance Indicators (KPIs) are met.
- Work with departments such as Product Development, Sales, and Supply Chain to adhere to a defined go-to-market (GTM) process, enabling clear communication and timely deliverables.
- Establish and maintain digital asset management process to support internal and external customer marketing efforts.
- Manage efforts to gain ongoing consumer insights through quarterly qualitative and quantitative research and analysis.
- Design and manage the build-out of a retail concepts and showrooms to leverage consumer insights for future product solutions and services.

MISSOURI STAR QUILT CO.

creative director
2015-2018

- Directed the creative process and managed the overall quality of work produced by the MSQC Creative Studio, including graphic design, writing, publishing, photography, video production, store design, visual merchandising, and product development.
- Created and managed the brand style guide and aesthetic positioning.
- Designed and led the opening for over 15 retail shops, restaurants, and office spaces in collaboration with local builders and city officials.
- Translated sales and marketing objectives into clear and effective creative strategies.
- Led and directed the creative staff in the production of all marketing collateral and assets, including the launch of direct mail catalogs.
- Ensured visual display standards and objectives were met with effective product merchandising and quality customer interactions.
- Met with internal clients and owners to present campaign strategies and solutions.
- Analyzed consumer trends and product sales to create and/or adjust strategies to increase revenue.
- Built processes and operations during a time of rapid company expansion. Recruited, hired, trained, and mentored a new creative staff, effectively building a department.

HALLMARK CARDS INC.

senior project lead, new store concepts
visual merchandising manager
2006-2015

- Led a team of design professionals in developing and executing over 400 rebranded corporate store environments, from remodels to new store openings.
- Launched a visual enhancement program that overdressed existing fixtures with a tiered investment strategy.
- Collaborated with strategic levels of the organization to develop retail solutions that provided differentiated shopping experiences for the consumer across all product categories.
- Responsible for a multi-disciplinary team of buyers, merchants, visual associates, industrial designers, graphic designers, production artists, architects, and modeling/rendering artists that created and launched new store concepts and fixture solutions.
- Ensured all retail and wholesale solutions met brand aesthetic and positioning standards and budget requirements.
- Spearheaded the strategy for Keepsakes visual merchandising initiatives that increased sales by nearly 30% in a single year.
- Designed, planned, and executed large interactive spaces for annual trade shows and conventions, such as San Diego Comic-Con.

RESTORATION HARDWARE

regional market merchant
district visual merchandising manager
2001-2006

- Created corporate visual merchandising directives for over 100 retail locations across the United States.
- Planned, developed, and executed visually appealing store displays that increased product sales and supported rebranding initiatives.
- Developed training materials and implemented training for the district visual teams to align store environments with evolving corporate standards.
- Directed teams when remodeling or opening over 50 retail locations.
- Led the Florida District to become the highest comping district in the company through effective store design and merchandising.

AWARDS

PIA MIDAMERICA GRAPHX AWARDS

DEMDACO
Best of Category – Internal Communications, 2024
FORBES MAIN STREET
Missouri Star Quilt Co.
Brick-and-Mortar Adoption of E-Commerce, 2017

CROWN OF EXCELLENCE

Hallmark Cards, Inc.
Excellence in Leadership & Business Growth, 2013
POPAI OMA
Hallmark Cards, Inc.
Display of the Year, Semi-Permanent Category, 2012

POPAI OMA

Hallmark Cards, Inc.
Gold Award, Semi-Permanent Display, 2012
REAL HERO
Restoration Hardware
Honored for Superior Management & Results, 2006

EDUCATION & CERTIFICATIONS

BACHELOR OF SCIENCE
liberal studies
1996-2000
University of Central Florida

Lean Six Sigma Green Belt

CONTACT

phone: 913.669.8228

email: nate@ronchampcreative.com

portfolio: <https://www.ronchampcreative.com>