

Contact

www.linkedin.com/in/april-roy-a6541210 (LinkedIn)
www.fempaqa.com (Company)

Top Skills

3D Visual Merchandising
Social Media
Visual Merchandising

April Roy

Chief Executive Officer at femPAQ | VEST Member | Zane Access
22' Grad | GAN StartUp |
Fayetteville, Arkansas, United States

Summary

Experienced Visual Designer with a demonstrated history of working in the retail and apparel industry. Skilled In Adobe Suite, Space Planning Software, Merchandising and Apparel Construction . Strong arts and design professional with a B.A. Fine Arts focused in Fashion Design from International Academy of Design.

Experience

femPAQ

5 years 6 months

Chief Executive Officer

April 2018 - Present (5 years 6 months)

Bentonville, Arkansas, United States

Product Owner

April 2018 - Present (5 years 6 months)

Little Rock, Arkansas

femPAQ is a feminine emergency kit for menstruating people who have unexpected or irregular periods.

eclection... "AN ECLECTIC COLLECTION"

Creative Director

March 2011 - Present (12 years 7 months)

Chicago, IL

Eclection... "an eclectic collection" is an online showroom for independent designers to display and sell self-made merchandise. Our goal is to showcase their creativity to a broader audience.

All the will providing INDIVIDUALITY to consumers!

Dillard's Inc.

3DVM

August 2016 - November 2020 (4 years 4 months)

Little Rock, Arkansas Area

Create and review planograms set 300+ stores.

Review seasonal merchandising requirements for private brands

Build and modify 3D fixtures and planograms

Apply data analytics in planogram creation process

Aphira

Intern

2007 - 2008 (1 year)

Education

International Academy of Design

B.A. Fine Arts, Fashion Design · (2005 - 2009)