

# Kylie Ann Nicita

## FASHION MERCHANDISER

### CONTACT



kylienicita@gmail.com



[kylienicita-merchandising](https://www.kylienicita.com/)



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### EDUCATION

#### BFA, Fashion Merchandising

Academy of Art University

San Francisco, CA

June 2022 - May 2025

- Honors Society Student with a 3.88 GPA, taught by industry professionals.

### SKILLS

#### Tools

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft Office, Canva Pro

#### Fashion

Visual merchandising, trend analysis, buying fundamentals, merchandise planning, product development, fashion manufacturing, fashion marketing, window displays, mannequin styling, accessory merchandising, mood boards

#### Interpersonal

Customer service, communication, problem solving, organization, team player, relationship building

### SUMMARY

I am a fashion merchandiser with a passion for visual storytelling through product assortment curation and the presentation of merchandise. I am creative, passionate, and hardworking. I believe in the celebration of individuality through style and hope to contribute to a more diverse and inclusive industry.

### EXPERIENCE

#### Keyholder/Visual Lead

April 2025 - Present

Mejuri

San Francisco, CA

- Primary managerial responsibilities include team management, communicating sales goals and data, attending leadership meetings, and curation of customer experience.
- Head of merchandising and visuals, leads product allocation and visual storytelling at my store location.

#### Mentee

February 2025 - Present

Old Navy X Academy of Art Mentorship Program

San Francisco, CA

- Collaborate with Kelly Fong, Senior Manager of Product Development in Women's Sweaters, Knits, and Graphics, to learn the best practices and processes of corporate fashion production.
- Attend production meetings and communicate professionally with the team, helping to solve problems and provide additional support.

#### Visual Specialist

May 2022 - February 2025

Really Great Company

California

- Started as a Stylist, recommended to transfer to the flagship Specialty store in San Francisco after 3 months.
- Primary responsibilities include mannequin dressing, floor merchandising, accessory merchandising, and assisting with back-of-house and sales floor activities.
- Asked to stay on as part of the small team at the new flagship location, and assist with visuals and other tasks at other locations throughout the Bay Area.