

Jean-Didier ALLONGUE

DESIGN EXECUTIVE - INFLUENCER

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There is passion for storytelling in everything I do. My job is to elevate the retail audience to passionate brand loyalist by delivering retail experiences. Fostering relationships between brand and consumer and crafting their journeys via Store Design & Visual Merchandising. I apply a fluid and collaborative design process, adapting to the needs of the brand.

KEY BRANDS INFLUENCED

- ♦ General Motors
- ♦ KIA Motors
- ♦ Hyundai Corp
- ♦ HTC
- ♦ Pep Boys
- ♦ Amazon
- ♦ Under Armour
- ♦ Sears

EXPERIENCE

EWI WORLDWIDE

Vice-President Creative
08/2008 – Present

EWI Worldwide is a global, communications company that creates community between brands and customers. From creative development to final product, we help customers tell their story and deliver measurable results.

Design for Store Innovation: From architectural exteriors to full interior, fixtures, POP, graphics, way-finding, experiences, and décor I lead design and guide teams to provide innovative retail presence design solutions.

Design & Engineering Leadership: As a start-up, I was responsible for the ground-up development of the design & engineering teams. Today, I lead these teams from internal resources to external consultants and partnerships. Inspiring for maximum creativity, reinforcing cross-functional collaboration, and motivating to deliver strategic results.

Strategy and Creative Development: Creating results that impact. We resolve complex design challenges by defining strategy upfront and following roots to core issues before tackling innovation & solutions. This approach delivers results that exceed client expectations for design, budget, and timeline.

Executive Leadership: Part of the leadership team, I impact marketplace strategy, funnel building, budget planning, cross functional collaboration, and P&L reviews. As an integral team member, I've helped grow this business from \$0-\$23 million.

SUMMARY OF INFLUENCED BRANDS

Amazon - "Fire Retail" program: designed the now iconic pop-up retail concept. **Result:** Starting as a test, it has grown into a full-fledged retail program.

Hyundai Corp - Hyundai Korea and USA design and implement a retail experience for both the Hyundai and Genesis brands in North America for the next 10 years.

Pep Boys - Established the "Road Ahead" retail concept, resetting customer experiences and perceptions of a 90-year-old brand. **Result:** "The prototype store showed a lift in comparable store sales of more than 26%." (Pep Boys)

HTC – Pop-up Store Design based on targeted and specific marketing objectives. **Result:** "The pop-up booth increased brand awareness by 21%" (HTC)

Kia Motors - Created a dealer brand program capitalizing on the existing brand success. Program revitalized both the core product line and luxury market segment. **Result:** "At NAIAS 2013, more than half of the "Close Encounters" participants who received a video signed up to join Kia's mailing list." (KIA)

PROCESS DISPLAYS INC.

Creative Director 4/2007 – 8/2008

Process Display (PDI) is a manufacturer of point of purchase displays.

Responsibilities: Developed consumer POP solutions that resulted in multi-million-dollar awards. Managed design/sales/manufacturing collaboration, resource allocation and scheduling of the studio. Set timeline expectations for engineering and prototype shop. Responsible for the relevance and quality of all creative deliverables.

A driver of the strategic corporate mission, to move from an "RFP mentality" to a "client for life" mentality. Developed strategic relationships with global brands resulting in new business.

Summary of Influenced Brands: Bose, Ryobi (TTI), Under Armour, Game Stop, Walgreens, Altria

DCI MARKETING

Sr. Industrial Designer 2000 – 2007

DCI is a manufacturer of high-end point of purchase displays and marketing collateral for consumer markets including:

Responsibilities: Design/project manager for retail point-of-purchase solutions as well as internal corporate initiatives. A member of the Best Practices Improvement Team and the Innovation Team.

Project actions included analysis of market research, cross-functional team management, vendor management, budget review and reporting, project direction and approval from prototype through final production.

Summary of Influenced Brands: Mazda, AT&T, Cingular, Toyota, Scion, Coca Cola China, GM, Leapfrog, Microsoft, Xbox

FH&K MARKETING

Art Director 1997 – 2000

Responsibilities: Responsible for the development of brand identity and assets via print, web, and video. Responsible for creative direction on photo shoots and video recording.

Summary of Influenced Brands: Design management for several accounts: Goodwill Industries, Buckeye Technologies, Kimberly-Clark (Kleenex, Scott Paper, Kotex)

AWARDS & ACCOMPLISHMENTS

A.R.E Award 2014: HTC One *"Everything your Phone Isn't"*

GlobalShop 2014 Guest Panel Speaker: *"Retail Transformed: How a Highly Integrated Team Can Spell Big Results"*

Retail Design Institute: 2013 Store Design Award, In-Store Communications – Pep Boys *"Road Ahead"* prototype store.

Retail Design Institute: 2013 Store Design Award, Innovation in Wayfinding, Signage & Environmental Graphics – Pep Boys *"Road Ahead"* prototype store.

Golden OMA 2008: Ryobi Lithium Display

Addy – Best of Show 1999 TV Campaign: Goodwill Industries

DuPont "Imagineering Award": *"Felis"* – Design and engineering of a sheep collar intended to prevent against lynx attacks in the Juras area of France. Design patented by DuPont.

EDUCATION

1988 – 1993: **ENSCI (Ecole Nationale Supérieure de Création Industrielle)** Paris, France.
Master's Degree – Industrial Design

1992 – 1992: **University of WI-Stout** - Foreign Studies Program – Industrial Design

INTERESTS

Family, fishing, woodworking, new technologies, historical novels from Medieval to Modern Age France, subjects that challenge the mind, and travel