



HERMAN JOHANSSON

VISUAL MERCHANDISER

[linkedin.com/in/herman-johansson](https://www.linkedin.com/in/herman-johansson)

www.hermanjohansson.com

+46 72 150 07 97

hermanjohansson@gmail.com

I am a motivated and creative Visual Merchandiser with a strong interest in sales, visual communication, and graphic design. I combine creativity with structure and attention to detail to create commercial and inspiring retail environments. With a strong customer-focused mindset, I contribute to positive customer experiences while continuously developing my professional skills within retail and visual merchandising.

CERTIFICATIONS & OTHER SKILLS

Tailoring Skills, 2023

Adobe Certified
Professional, 2022

LANGUAGES

Swedish, *native*

English, *fluent*

Spanish, *basic*

EDUCATION & INTERNSHIPS

2024 **Visual Merchandiser**

2025 Stockholm School of Business

Specialized education in visual merchandising and retail communication, focusing on concept visualization in both physical and digital environments. The program includes communication, leadership, project management, retail economics, digital marketing, and sales, providing a broad understanding of adjacent professional fields.

Visual Merchandiser (Internship)

Åhléns AB

Worked with product presentation, campaigns, and window displays in a department store environment. Collaborated closely with the VM team and store staff, while independently executing visual solutions in line with the existing VM strategy.

Interior Stylist (Internship)

Stockholm Styling AB

Worked with property styling for real estate sales and photography. Responsible for the full process, from client meetings and target group analysis to concept development and hands-on styling.

Visual Merchandiser (Internship)

Lagerhaus AB

Worked with the store's overall visual expression through daily product presentation and campaign execution. Adapted central visual merchandising concepts into practical in-store solutions.

2019 **Graphic Design & Communication**

2022 NTI Upper Secondary School of Stockholm

WORK EXPERIENCE

2025 **Visual Merchandiser**

-

Åhléns AB

Visual Merchandiser in a department store environment with overall responsibility for the store's visual expression. Responsible for product presentation, campaigns, and window displays, as well as planning and executing store rebuilds in accordance with Åhléns' VM strategy. Collaborate closely with the VM team, store staff, and management to ensure a commercial, inspiring, and consistent visual identity that strengthens customer experience and drives sales.

2020 **Graphic Designer**

-

Tretti Knyck AB

Graphic designer for Tretti Knyck AB, a museum organization. Responsible for the design of advertising campaigns, signage, informational materials, and digital content to effectively communicate and promote the organization.

2025 **Visual Merchandiser & Sales Advisor (Archive Sale)**

2025

Elvine AB

Worked on a project basis during Elvine's archive sales in Stockholm with responsibility for store environment and visual presentation. Managed product displays and overall visual expression in line with brand guidelines, while actively working with customer interaction and sales, contributing to increased revenue.

2022 **Sales Advisor**

2024

Åhléns AB

Worked as a sales advisor in the menswear department with additional responsibility for sales performance and tailoring services. Managed visual presentation for brand areas such as J.Lindeberg and Tommy Hilfiger. Focused on optimizing the customer experience and highlighting key products to meet sales targets. Completed internal tailoring training and handled in-store tailoring services.

