



JENNIFER GIBBONS

C R E A T I V E P R O J E C T D I R E C T I O N

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 Chapel Hill, NC

 [/jennifergibbons](#)

PROFESSIONAL OVERVIEW

Creative leader with over 15 years' experience in retail strategy, planning, design, and construction, with a focus on innovative branded environments. A skilled communicator who builds strong collaboration and alignment across teams, clients, project stakeholders, and service providers. Dedicated to creating memorable, immersive spaces that spark connection and engagement.

SKILLS

Communication

Team Leadership

Project Management

Strategic Planning

Construction Management

Design Direction

Brand Standards Oversight

Visual Merchandising

Client / Vendor Relationships

Budget Management

WORK EXPERIENCE

Leader of Design Services, USA Retail

Specialized Bicycle Components, Morgan Hill, CA | 2019-2023

During a time of rapid change and growth, oversaw the strategic development and tactical execution of branded environments, encompassing new stores, remodels, events, and marketing initiatives. Led the concepting and launch of new retail formats, delivering industry-leading experiences in key markets.

- Led design and construction for 9 premium brand stores, consulting on site selection and financial models and overseeing architectural/MEP, design development, display planning, buildouts and final merchandising.
- Developed a new team structure, headcount, and budget to support the growth from 3 to 100 owned/acquired locations in about 18 months. Managed Store Designers, Project Managers, and Graphic Designers.
- Directed concept development for Brand Hub destinations to align design vision, positioning, and functional requirements across Marketing, Brand, Sales, Merchandising, Retail Ops, and senior business leadership.

Senior Project Manager, Global Retail Design

Specialized Bicycle Components, Morgan Hill, CA | 2016-2018

Facilitated retail innovation projects with a goal of developing and evolving brand standards across global markets. Managed communication and collaboration across international teams for key marketing and capital investment projects.

- Oversaw development of the first Specialized Brand Hub in a historic 18th century building in Dublin, Ireland. With a one-person team in Ireland at kick-off, I coordinated all aspects of the complex project, working with diverse cross-functional teams in 10 offices across 8 countries and 9 time zones.
- Managed project communication for the brand's first pop-up store in Dusseldorf, Germany for the start of the 2017 Tour de France, coordinating Design, Marketing, Merchandising, and Operations teams in 3 countries.

EDUCATION

|| BA in English, BA in French
Mount St. Mary's University
Emmitsburg, MD

|| Certificat Semestrial
University of Paris
Paris, France

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C R E A T I V E P R O J E C T D I R E C T I O N

TECH SKILLS

Microsoft Office 365

Google Suite

AutoCAD

Adobe Creative Suite

TeamGantt

Procore

Basecamp

JIRA

Miro

CONTINUING DEVELOPMENT COURSEWORK

Sustainable Building

Real Estate

Agile

Design Thinking

AI Integration

WORK EXPERIENCE CONTINUED

Sr. Manager, USA Retail Services

Specialized Bicycle Components, Morgan Hill, CA | 2015 - 2016

- Managed Concept and Elite Store program, including investment approval, project budgeting, team scheduling, client communication and design coordination and post-project reporting.
- Led a team of 3 Project Managers to complete 8 new store projects, 12 remodels, 15 store design consultation projects, and 6 branded event environments, consistently meeting timeline and budget requirements.
- Implemented new cross-functional collaboration protocol to bring Retail Operations experts into store design space plan and workflow review.

Sr. Project Manager, USA Retail Services

Specialized Bicycle Components, Morgan Hill, CA | 2011-2015

- Oversaw Specialized Rider Experience program, building out the process and timeline for 70 store-in-store environments. Managed client communication and worked with designers to create customized site-specific plans.
- Leading key projects with high-priority clients, delivered store design and project management for a variety of independent retail settings. Completed 30+ projects on time and under budget, managing all communication with internal and external teams.

Manager, Store Design & Construction

Performance, Inc., Chapel Hill, NC | 2003-2011

- Owned the development, permitting, and construction process for 73 new stores and over 30 remodels with tight budgets and aggressive timelines.
- Oversaw custom fixture development, vendor selection, and procurement logistics for multiple design phases.
- Drafted floor plan layouts and managed architectural development with third-party partners.
- Implemented labor-saving procedures to streamline store openings.