



Arrin K. Williams

15 years advancing the strategies, stories, sites, and spaces of design-centric retailers, marketplaces, and consumer brands.

arrinkw@gmail.com | 773.844.5730 | arrinwilliams.com

foundation

consumer behavior + trends
product design theory + history
visual + art + material culture

focus

store + digital retail development
brand marketing + creative direction
product curation + merchandising

dedication

customer experience + journey
advocacy for artists + designers
evolution of design + commerce

Sotheby's



Alice
and Olivia

HOLLY HUNT

HAYMAKER

SON & HEIR

FRANK
LLOYD
WRIGHT

Creative Management + Merchandising
2015 - current | consumer products + services | Chicago

After growing small businesses of my own for 10 years, I've spent the last few building success for a more sizable set of ventures – fashion to furniture, startups to legacy, value to luxury, bricks to clicks.

+ **Curator | Sotheby's Home | 2017 - current**

Expanding national presence of this premium furniture/decorative arts online market by managing Chicago appraisals and content. Clients include designers, private consignors, and trade accounts.

+ **Collection + Site Merchandiser | Everything But The House | 2016 - 2017**

For this auction site's evolving market and estate/dealer clients, I refined brand engagement by: Curating trend and value-aware sale assortments via diverse collectibles and product expertise; Enhancing the digital experience via web/app visual presentation and content merchandising.

+ **Visuals + Photo + Marketing + Design | contract**

Alice + Olivia | designer clothing | window display artist + set design | 2015 - current
Holly Hunt | luxury interiors | merchandising project manager + photo stylist | 2018
LumiSource | value furniture | B2C photo art director + B2B brand marketing | 2017
Sears Holdings | mass retail | shop-in-shop design test creative manager | 2016
Rent the Runway | fashion service | window + in-store visual merchandising | 2016

All integral to my versatile, customer-centric foundation of art plus analytics and style plus strategy. And all part of a studied commitment to consumer trends, brand stories, and the future of commerce.

Owner | Store + Creative Director
2010 - 2015 | The Haymaker Shop | Chicago

Hailed as an influential Artisan Movement retailer and custom design source, my store was a showcase for furniture, art, housewares, and lifestyle goods made in Chicago and the Midwest. With its diverse maker community and innovative yet approachable retail experience, Haymaker gained national recognition for its large-vision gallery concept with a local-minded boutique focus.

+ Directed sourcing, in-house product lines, brand partnerships, event production, and store design.

+ Lead integrated marketing/creative content: social media, email, and sales/promotional strategy.

+ Represented 75+ artists, designers, and studios at retail and for 250+ commissioned projects.

Owner | E-Commerce + Design Director
2003 - 2009 | Son and Heir Apparel | Chicago

What began as an early-gen eBay vintage clothing storefront evolved into an original, independent apparel brand within a burgeoning market: digitally native, DTC, design-centric, retro sports fanwear.

+ Directed product and brand design; organic and paid marketing; site merchandising and analytics.

Early Career | hospitality + arts marketing

+ Media relations, event production, and league communications for a mid-size sports arena.

+ Event marketing and education program outreach for the Frank Lloyd Wright Home + Studio.

University of Michigan | Ann Arbor | B.A. | Sociology + Marketing + Design