

TRACY SODDER-WU

Design Lead • Creative Strategy - Store & Experiences

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SUMMARY

An architect and visual specialist by trade and now working in luxury retail.

My specialized technological skills, acquired through my architectural training and experience, enable me to create designs more efficiently for the luxury industry. In my current global role, I oversee global digital content, in-store experience design, exhibition design, and more. I report directly to the VP and communicate design and strategy projects to the SVP, CMO, Store Design VP, and CEO. My projects have high visibility and impact Tiffany on a global scale, while also involving communication with Tiffany's local markets.

EXPERIENCE

Tiffany & Co, New York

Global Design Lead | Creative Strategy - Store & Experiences

Jul 2022- Present

- Designed & managed production for the Tiffany US Open Booth 2023 & 2024.
- Designed NBA allstars VIP space 2022.
- Collaborating closely with business executives and their teams to monitor strategic initiatives and market trends.
- Facilitate and lead cross-functional discussions to resolve store design focal elements and initiated a governance processes to mitigate future occurrences.
- Designed and produced detailed management information reports for temporary (6-12 mths) facades for all global stores.
- Concept designed several global digital animations for in store graphics. Engaged and added new animation studios to the vendor list.
- Designed digital and physical space organization for Tiffany's Tokyo Exhibition 2024.
- Developed visual sporting language for all global pop ups; global marathons, Formula 1, etc.

Bjarke Ingels Group, New York

Global | Visualization Director

Jan 2021 - Jun 2022

- Managed the visual language, imagery and graphics of the global office.
- Organized and maintained the digital archives of all 3D & 2D elements.
- Created a visual training database with settings and templated for the global office to use.
- Lead cross-functional discussions between offices to better the visual storytelling & management.
- Trained junior designers, designer and project leads on file management and visual techniques.
- Lead the imagery and animation of all projects in the NYC office.

NYC | Visual Design & Production Manager

Aug 2018 - Jan 2021

- Managed the visual language, imagery and graphics of the NYC office.
- Organized and maintained the digital archives of all 3D & 2D elements.
- Helped the Copenhagen office find technical and visual solutions.
- Trained all design staff in the NYC office on visual techniques and practices.

NYC | Junior Visualization Artist

Aug 2017 - Aug 2018

- Organized 2D & 3D library.
- Worked on images for certain teams and learned visual techniques.

- Auhaus Architecture 2016
- Buro Architects 2016
- Architects without Frontiers 2015
- David Lawrence 2012-2014

EDUCATION & SKILLS

Monash University
2012-2015

- Rhino 3D
- Microsoft Office
- Grasshopper
- Enscape
- Vray
- 3ds Max
- Lumion
- Unreal Engine
- Twinmotion
- AutoCAD
- Substance
- AfterEffects
- Cinema4D
- Adobe Creative Suite
- Figma