

LORI MARCUM

Creative Design Manager

Retail

Campaigns

Trade Shows

Marketing Collateral

Packaging

Merchandise

Other



"Creativity is *intelligence* having fun."

- Albert Einstein

Retail

Lowes In-Store Display Redesign

Creative Director, Design & Individual/Team Contributor

Purpose: 2025 refresh of Eaton's Wiring Devices in-store display across 1,734 Lowes stores

Challenge: Outdated, cluttered bay with unclear messaging, hindering customer education.

Solution:

- **Improvements:** Updated content and imagery for a more polished and engaging presentation.
- **Updates:** Introduced LED-lighted category blades to enhance visibility and user experience. Installed bay lighting to boost visibility and ensure a longer lifespan.
- **Collaboration:** Worked with internal stakeholders to capture clear messaging while meeting tight deadlines.
- **Recognition: Gold Winner – Retail Display Category, Shop! Display Competition 2025**
Recognized for excellence in design and thought leadership, the display bay was praised for delivering a best-in-class consumer shopping experience, seamlessly blending aesthetics with functionality.

Lowes Display Bay



Created clear and concise content to assist with the buyers' journey

Main Display Bay



Strong brand presence in four additional bays that include a variety of colors and product offerings

Lowes Shelf Pack Label Redesign

Creative Director, Design & Individual/Team Contributor

Purpose: Redesign shelf pack labels to enable easier navigation in the Lowe's wiring devices aisle.

Challenge: Customer feedback indicated that the bays were difficult to shop due to a lack of product differentiation at first glance.

Solution:

- **Improvements:** Redesigned shelf pack labels with added product identifiers and color banding to improve buyer's journey.
- **Updates:** Moved product locations and categories for better organization and clarity throughout the product bays.
- **Collaboration:** Worked with internal stakeholders to meet deadlines.

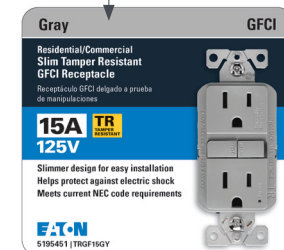
Lowes shelf pack label redesign



Previous label design



Added product identifier



Added color banding to help navigate the bay



In-store Merchandise

Creative Director, Design & Individual/Team Contributor

Purpose: Introduce quarter pallets in different store areas to boost product visibility throughout the year.

Challenge: Increase visibility by strategically placing units in specific aisles.

Solution:

- **Marketing efforts:** Designed quarter pallets for product lines in 1,731 Lowe's stores. Launched quarterly promotions to drive sales.
- **Collaboration:** Worked with internal stakeholders to meet deadlines.

Quarterly Product Pallets



Campaigns

EZ Link Modular Devices New Product Launch Campaign

Creative Director, Design & Individual/Team Contributor

Purpose: Promote awareness of a new line of modular devices that are quick and easy-to-install that save time and money for contractors.

Challenge: Educate the end user on how to simplify and speed up installation compared to traditional wiring of receptacles and switches.

Solution:

- **Theme:** "Fast to the finish" emphasized the quick install for electricians.
- **Materials Produced:** Marketing collateral, product sample tube, co-branded sample case, and social images/videos for sales teams.
- **Collaboration:** Worked with internal stakeholders to meet deadlines.



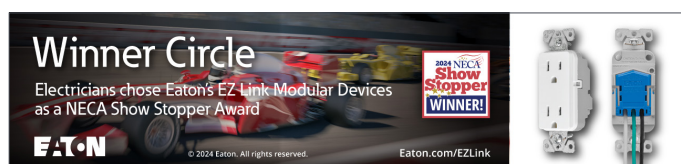
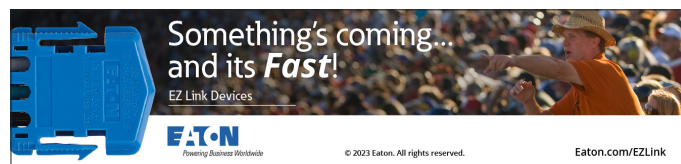
Collateral



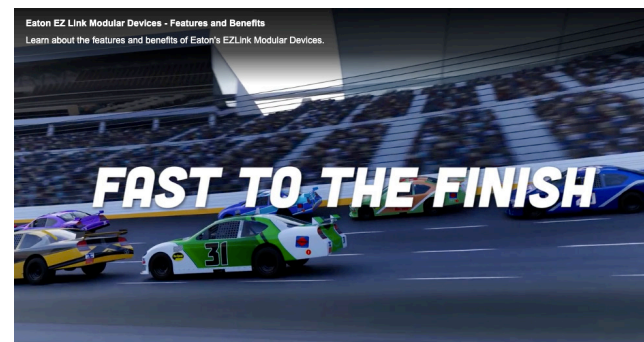
Co-branded Sales Travel Display



Sample Tubes



Social Images



Videos

Campaigns

Slim GFCI Receptacles New Product Launch Campaign

Creative Director, Design & Individual/Team Contributor

Purpose: Highlight the slim, sleek, and simple design for easier installation of the redesigned GFCI product line.

Challenge: Eaton's redesigned GFCIs were not the slimmest on the market making it tougher to grow market share in the electrical space.

Solution:

- **Theme:** "Create space," showcasing how the slim design saves space in electrical boxes.
- **Packaging Improvement:** QR code added to the box for online instructions, resulting in cost savings for Eaton.
- **Marketing Efforts:** Created collateral, product samples, co-branded cases, and social content for sales teams, agents and distributors.
- **Team Collaboration:** Worked with internal stakeholders to meet deadlines.



Collateral



Packaging



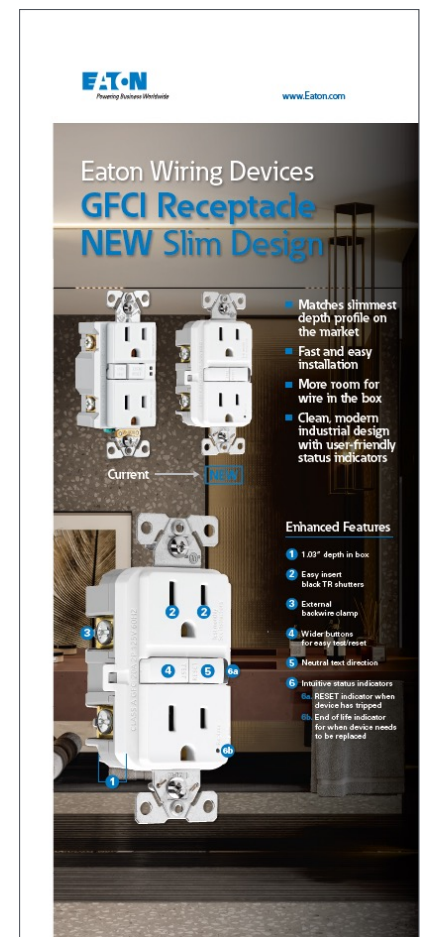
Working display



"Create Space" Slim GFCI campaign
Best in Brand Awareness



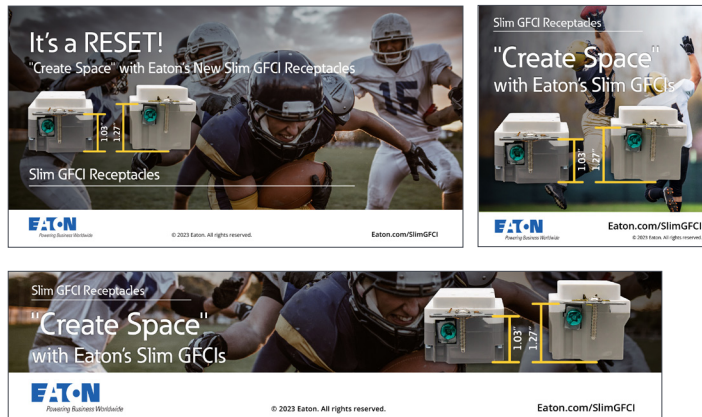
Sample Box



Pull up banners



#homewitheaton



Social images

Next Campaign

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Campaigns

Wi-Fi Smart Home Devices New Product Launch Campaign

Creative Director, Design & Individual/Team Contributor

Purpose: Grow Eaton's Wiring Devices market share in the Smart Home space by promoting Wi-Fi Smart Home devices to the consumer

Challenge: Generate consumer interest with Eaton's Smart Home devices instead of the competitors.

Solution:

- **Theme:** "Smart Lifestyle. Smart Solutions" to highlight the innovation and convenience of the product.
- **Marketing Materials:** Created collateral, product sample boxes, working displays, banners, and social content to support sales efforts.
- **Packaging Update:** Redesigned packaging to attract buyers and enhance in-store appeal.
- **Collaboration:** Partnered with an external copywriter and internal cross-functional teams to meet deadlines.



Collateral



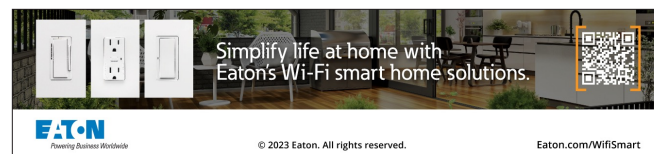
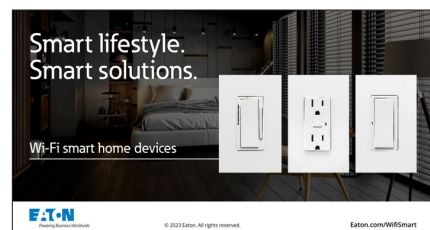
Packaging



Sample Box



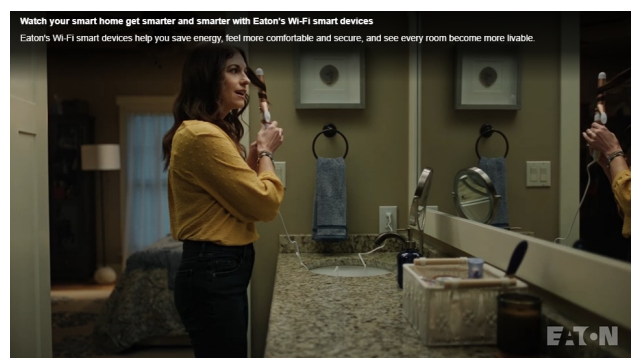
Working display



Social images



#homewitheaton



Videos



Pull up banner

Trade Shows

2024 International Builders Show

Art Director, Design & Individual/Team Contributor

Purpose: Collaborate across Eaton's Wiring Devices, Connected Solutions, and Circuit Protection divisions to create a unified presence in the electrical industry.

Challenge: Simplify and enhance the visual impact of materials for clarity and cohesion.

Solution: Designed booth signage for the Wiring Devices business to reinforce the unified Eaton look and feel.

2024 IBS Booth



2020 International Builders Show

Art Director, Design & Individual/Team Contributor

Purpose: Highlight Eaton's products to attract potential customers.

Challenge: Increase traffic to booth by advertising the Rock & Ride booth theme as well as the "Battle of the Holmes" event.

Solution:

- **Art Direction:** Created all marketing materials for the booth, including signage throughout the event hall.
- **Wall Graphics:** Designed displays for Wiring Devices featuring the New Wi-Fi Smart Home product line.
- **Collaboration:** Worked with The Holmes Group marketing team, external teams, and internal cross-functional teams.

2020 IBS Booth



Rock & Ride truck



Eaton's Wi-Fi smart home devices wall graphics



Event hall display graphics to help bring foot traffic to the upcoming "Battle of the Holmes" game show.

Orgill Trade Show

Creative/Art Director, Design & Individual/Team Contributor

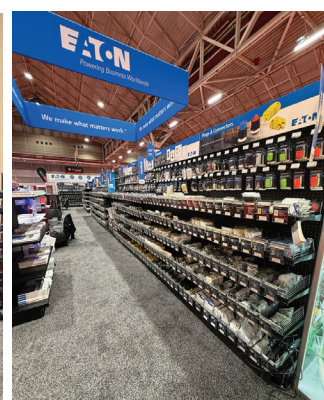
Purpose: Combine Wiring Devices (US & Canada) and Circuit Protection trade show booths, creating a seamless booth experience with a house model.

Challenge: Increase brand awareness among potential customers.

Solution:

- **Redesign:** Updated the 20'x70' Orgill Booth (last revamped in 2016), including structure, graphics, signage, and displays.
- **Recognition:** Received the 2025 "Best in Show" award for the redesigned booth.

2025 Orgill Show Booth



Booth displays and signage

Marketing Collateral

LORI MARCUM | Creative Design Manager

Marketing Collateral

Product Catalogs

Creative/Art Director, Design & Individual/Team Contributor

Purpose: Create a streamlined, easy-to-use product guide for customers, distributors, and the sales team.

Challenge: In 2021, Eaton had two separate product guides. The goal was to combine them into one comprehensive guide for all products.

Solution:

- **Collaboration:** Worked closely with sales, product line managers and the engineering team to ensure all content and images were thoroughly reviewed.
- **Redesign:** Updated structure and interior layouts to improve organization of products and made it more user-friendly.
- **Production Management:** Oversaw production through external vendors to complete the project on time and under budget.

Wiring Devices Product Catalogs



Product Knowledge Guides

Creative/Art Director, Design & Individual/Team Contributor

Purpose: Develop a pocket guide for retail staff in order to assist customers with any questions in the aisle.

Challenge: Provide quick and easy information to answer consumer questions effectively.

Solution:

- **Collaboration:** Partnered with internal stakeholders to ensure accuracy of content.
- **Redesign:** Updated an old guide with improved structure and layout for easier navigation of products.
- **Cost Efficiency:** Worked with an external vendor to identify the most cost-effective printing options.
- **Deadline Management:** Coordinated efforts with internal teams to ensure timely completion.

Product Knowledge Guides



Product Literature

Creative/Art Director, Design & Individual/Team Contributor

Purpose: Develop a variety of impactful marketing tools to support the sales team's efforts.

Solution: Delivered marketing materials designed to enhance sales team productivity and communication.

Product Literature



Packaging

LORI MARCUM | Creative Design Manager



Packaging

Packaging

Creative/Art Director, Design & Individual/Team Contributor

Purpose: Provide consumers with clear, concise & key information to guide informed purchase decisions as well as changing the look and feel of the brand.

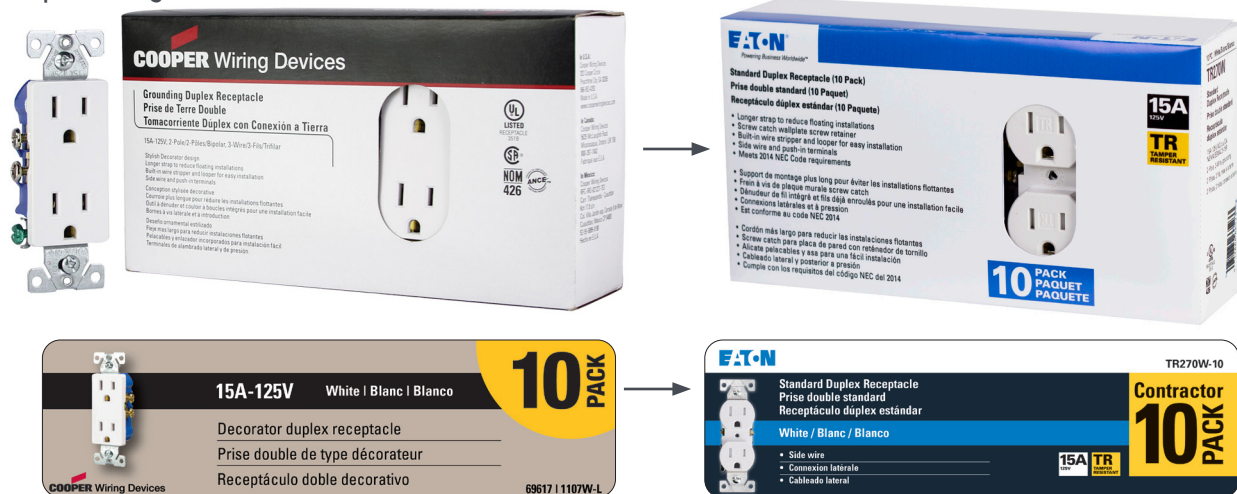
Challenge 1: Rebrand approximately 8,000 packaging components from Cooper Wiring Devices to Eaton within 2-year window.

Challenge 2: Change customer mindset to recognize Eaton as the new name and face of Cooper Wiring Devices..

Solution:

- **Unified Branding:** Designed a consistent look and feel for ALL packaging to establish Eaton's presence in retail and distribution spaces.
- **Collaboration:** Worked closely with internal cross-functional teams to execute the rebrand effectively.

Cooper Wiring Devices to Eaton



Smart Home Solutions packaging



GFCI receptacles packaging



Dimmers & USB packaging



Merchandise

Product Displays

Creative/Art Director, Design & Individual/Team Contributor

Purpose: Create effective marketing tools for the sales team to use.

Challenge: Enhance product visibility and presentation to effectively showcase Eaton's offerings.

Solution:

Displays: Created working and non-working displays to showcase Eaton's products at trade shows and distributor showrooms.

Collaboration: Partnered with internal stakeholders to meet deadlines effectively.

Working displays



Sample Boxes

Creative/Art Director, Design & Individual/Team Contributor

Purpose: Develop impactful marketing tools for the sales team.

Challenge: Address the need to better emphasize product visibility and presentation.

Solution: Designed product sample boxes that effectively showcased new and existing product lines, enhancing their visual appeal and hands on accessibility for sales teams.

Collaboration: Worked closely with internal stakeholders to ensure timely delivery and alignment with team goals.

Non-working table-top displays



Pull-up Banners

Creative/Art Director, Design & Individual/Team Contributor

Purpose: Develop impactful marketing tools for the sales team.

Challenge: Enhance product visibility in the trade show and distributor spaces.

Solution: Created retractable banners to effectively display Eaton's product lines in distributor showrooms and at trade shows.

Sample Boxes



Pull-up Banners



Other Design Work

Kodak

Design - Individual contributor

Role: In-house freelance contributor.

Purpose: Designed in-store display graphics to enhance product presentation and branding.

Collaboration: Partnered with internal stakeholders to ensure alignment and successful execution.

Easy Share Camera Pallet Display



Hero Printer Launch



Printer End Cap Display



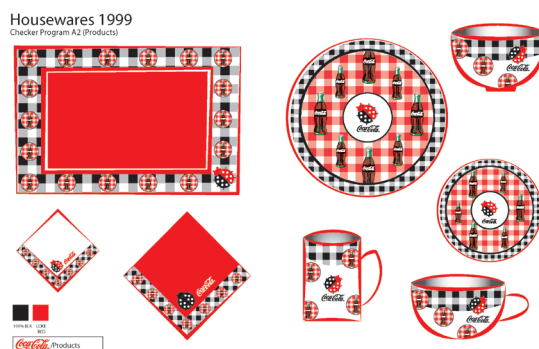
Coca Cola

Art Director, Design & Individual/Team Contributor

Role: Freelance contributor.

Purpose: Collaborated with internal cross-functional teams to design and produce in-store retail merchandise.

Coca Cola branded merchandise



Coca Cola Back-to-school promotion



Goody Products

Art Director, Design & Individual/Team Contributor

Role: In-house freelance contributor.

Collaborations:

- Worked with internal cross-functional teams.
- Partnered with an external photographer to produce a full product line catalog.
- Collaborated with Disney's licensing team to design hair products for young girls and create their packaging.

Product Catalog



Disney children's hair accessories



About Me

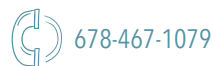


A visionary leader with over 30 years of design expertise and 15+ years in creative leadership within the electrical manufacturing industry, I drive innovation with strategic thinking and adaptability. I excel in fostering collaboration, delivering cost-effective, high-quality creative solutions, and guiding teams in dynamic environments. Known for clear communication and brand-building excellence, I craft compelling print and digital designs, develop impactful brand imagery, and execute strategic marketing initiatives. Passionate about professional and distinctive design, I've cultivated a strong industry network, ensuring continued creative growth and influence.

"Creativity is *intelligence* having fun."

- Albert Einstein

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Home

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