

# Kayla S Kim

Excellence in Store Design & Visual Merchandising

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## EXPERIENCE

**International Designer Collections, L'Oreal USA, New York, NY**  
Design Director of Store Design and Merchandising | 2022 May - Present.

Key brands includes; Giorgio Armani Beauty, Maison Margiela Fragrances, Ralph Lauren Fragrances.

- Adapt global design standards to meet US market-specific needs, including the design of any US specific store fixtures and visual merchandising.
- Design, plan and execute all phases of store design for IDC group, across various retailer formats: department stores, pop ups and open sell environments that achieve the brands' standards for image, function, marketing and merchandising strategies.
- Close working partnership and strong open communication with the Global Store Design, IDC Marketing team, Creative, Purchasing, Creative Ops, and Visual Merchandising team.
- Plan store design budgets, schedules, fixture bids and rollouts.
- Direct fixture suppliers, designers, and other vendors to align with the brand design specifications.
- Generate store design and visual merchandising guidelines.
- Integrate digital tools into retail space to animate brand messaging.

**Clinique Laboratories, Estee Lauder Companies, New York, NY**  
Associate Design Director, Visual Merchandising, NA | 2016 - 2022 Feb.

- Designed in store experiences for consumers to experience brand and products for seasonal campaigns such as Holiday, Hallmarks and Events.
- Project managed and designed visual merchandising strategy for top doors.
- Generate monthly visual merchandising dossier, instruction sheets, engineering drawings. Review and approve prototypes.

**Lilly Pulitzer, New York, NY**

Architectural Designer at Michael Neumann Architecture | 2015 - 2016.

- Store design project management for Lilly Pulitzer North America region.
- Partnered with clients, vendors and engineers for store design execution.
- Developed store design layouts, storefront facade concepts and fixtures.
- Completed architecture construction drawing documents, bid and permit submission.

**Michael Kors (USA), Inc., New York, NY | 2014 - 2016.**

Associate Design Project Manager, Global Fixture & Concept Development.

- Developed freestanding fixtures and display element roll outs.
- Generated bid drawing sets, fixture design development drawings,
- Global fixture & material master document.

**Kiehl's Since 1851, L'Oreal USA, New York, NY | 2011 - 2014.**

Global Store Design Consultant.

- Designed store layouts for Free Standing, Shop In Shop and Travel Retail stores in Asia Pacific, Australia and New Zealand zones.
- Designed Pop-up stores and new store concept fixture.
- Developed Global Store Design Master Document and Guidelines.

**Perkins + Will, New York, NY | 2012 May - August**

Interior Design Intern

- Drafted construction design documents, interior design FFE specifications.

## EDUCATION

**General Assembly | 2020**

User Experience Design

**Rhode Island School of Design |2011**

Master of Interior Architecture

**Rhode Island School of Design | 2007**

Bachelor of Fine Arts, Textile Design

## SKILLS

Rhinoceros 3D | Sketchup | Vray

Revit | AutoCAD | Vectorworks

Adobe Suite

Figma | Sketch | InVision | Adobe XD