

PAUL KHEEM

VISUAL EXPERIENCE +INDUSTRIAL DESIGN

Summary

Multidisciplinary designer with 5+ years of experience in visual experience, industrial, and spatial design for premium retail, pop-up, and furniture sectors. Proven ability to lead creative workflows from concept through final execution, producing high-fidelity Rhino renderings and prototypes for windows, fixtures, and events. Experienced in mentoring junior designers, managing cross-functional collaboration, and ensuring projects meet brand standards for craftsmanship, storytelling, and luxury presentation.

Experience

Coach, New York, NY

Visual Experience Designer | Apr 2023 – Jul 2025

- Produced high-fidelity Rhino renderings, 3D visual assets, and merchandising toolkits for global retail campaigns and localized store rollouts.
- Led design for the Spring 2024 campaign (Bouncy Tabby Bag House), creating concept-to-presentation renderings for windows, seasonal displays, and event activations.
- Partnered with design, VM, and production teams to manage timelines, execution, and standards.
- Managed project workflows for multiple initiatives simultaneously, mentoring junior designers and providing creative guidance to support on-time, brand-aligned deliverables.

Fursys, Seoul, South Korea

Furniture Designer | Jul 2022 – Feb 2023

- Designed modular office furniture systems balancing user experience and mass production constraints.
- Collaborated with engineers to prototype and refine workstation and partition systems.
- Streamlined material choices to reduce cost and enhance build feasibility.

Joongho Choi Studio, Seoul, South Korea

Industrial Designer | Aug 2020 – Mar 2022

- Created Rhino-based design presentations and full-cycle production drawings for 15+ product and spatial design projects for clients including LG and Hyundai.
- Coordinated with vendors and internal teams to ensure execution matched design intent and material standards..
- Supervised and mentored design interns, providing feedback on project work, delegating research and drafting tasks, and fostering skill development.

Contact

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Education

Pratt Institute – Brooklyn, NY
Bachelor of Industrial Design

Career Highlights

- Led global retail campaign for Coach Spring 2024, driving in-store engagement.
- Created localized visual displays, including Ramadan-themed activations.
- Delivered 3D assets and prototypes with cross-functional global teams.
- Improved production feasibility for modular office furniture at Fursys.
- Recognized by IF and FRAME Awards for spatial and product design work.

Key Skills & Tools

- Skills: Spatial Storytelling, Retail Design, Industrial Design, Cross-Functional Collaboration, Concept-to-Execution, Localization Strategy, Visual Merchandising, Prototyping
- Tools: Rhino, SolidWorks, KeyShot, Auto CAD, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Google Workspace, Microsoft Office

Awards & Features

IF Design Award GS Xiscape Pergola (2022)
FRAME Awards – Shortlisted, Gwell Homes Co-Living Complex (2021)
Brooklyn Museum – Furniture Exhibition (2019)
Cooper Hewitt Design Museum – Chitosan Bioplastics Presentation (2017)