

PAUL KHEEM

VISUAL EXPERIENCE +INDUSTRIAL DESIGN

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Experience

Visual Experience Designer/ Coach New York **New York, United States** **April 2023 – Current**

Designed and implemented the Spring 2024 campaign, featuring the inflatable Bouncy Tabby Bag House, launched across multiple countries, establishing a new benchmark for brand engagement.

Designed Soho Sneakers Global campaign

Designed Coach Play stores in Paris, Osaka and Goyang Korea

Created visual merchandising props for global Coach stores, including culturally tailored concepts like Ramadan displays.

Spearheaded spatial designs for retail activations, including Hero Sneakers Popups and wholesale experiences.

Collaborated with cross-functional teams to deliver 3D assets and prototypes, aligning with brand standards and production timelines.

Furniture Designer/ Fursys Inc **Seoul, South Korea** **July 2022 – February 2023**

Designed office furniture such as workstations, partitions, and accessories, focusing on mass production feasibility.

Partnered with engineering teams to develop innovative solutions that balanced form and function.

Industrial Designer/ Joongho Choi Studio **Seoul, South Korea** **August 2020 – March 2022**

Participated in 15+ projects, collaborating with global brands such as LG and Hyundai on concept-to-production workflows.

Designed a wide range of products, including furniture and spatial installations, while managing client communication and project delivery.

Education

Bachelor of Industrial Design/ **Pratt Institute**

Brooklyn, New York
August 2013 - May 2019

Skills

Soft

Strategic Thinking, Team
Leadership, Storytelling

Hard

Rhinoceros 3D, SolidWorks,
Keyshot, Adobe Suite
(Photoshop, Illustrator, InDesign),
3D Rendering, Prototyping,
Microsoft Suite, Google Suite

Languages

Fluent Korean, English

Feature

IF Design Award 2022

GS Xiscape Pergola Design
April 2022

FRAME Awards, Co-living Complex

FRAME Awards, Shortlisted
Gwell Homes Wangsimni Co-living Complex
September 2021

Brooklyn Museum

Furniture Exhibition
Cone Bench
June 2019

Cooper Hewitt Design Museum

Design Presentation
Chitosan Bioplastics
December 2017