

# PAUL KHEEM

## VISUAL EXPERIENCE +INDUSTRIAL DESIGN

### Summary

Multidisciplinary designer with 5+ years of experience in visual experience, industrial, and spatial design across retail, pop-up, and furniture sectors. Proven track record leading immersive retail campaigns, localizing global rollouts, and managing cross-functional teams from concept to execution. Skilled in designing with cultural sensitivity, optimizing workflows, and translating brand narratives into impactful physical experiences.

### Experience

#### **Coach, New York, NY**

Visual Experience Designer | Apr 2023 – Jul 2025

- Led the design and rollout of the Spring 2024 campaign (Bouncy Tabby Bag House), deployed globally.
- Produced 3D visual assets and merchandising toolkits for Coach Play stores in key cities (Paris, Osaka, Goyang).
- Conceptualized and delivered localized seasonal displays, including culturally tailored themes.
- Designed Hero Sneaker Popups and wholesale showroom experiences through spatial storytelling.
- Partnered with design, VM, and production teams to manage timelines, execution, and standards.

#### **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

- Participated in 15+ product and spatial design projects for LG, Hyundai, and cultural institutions.
- Developed full-cycle designs, from concept sketches to factory-ready specifications.
- Managed communication across vendors, clients, and internal teams for consistent execution.

### 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, 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)