

MINDI WEICHMAN

San Francisco, CA | 415.297.3429 | mindiweichman@gmail.com | www.mindiweichman.com

CREATIVE DIRECTOR | DESIGN EXECUTIVE

Design director, creative strategist, and inspirational leader with a passion for developing immersive and interactive physical spaces. Strong enthusiasm for applying human-centered design to support business success and increase engagement with interior spaces. Define breakthrough design concepts that leverage digital and physical elements to maintain brand relevancy. Expert at translating creative vision into compelling and consistent brand voice and tone across touchpoints. Thrive in customer-facing and strategic positions that combine interpersonal, business, and creative acumen.

- **Lead multimillion-dollar projects for Studio O+A** and successfully delivered quality commercial interiors that meet creative and business needs for companies, establishing the foundation for future partnerships with global brands.
 - **Pushed the boundaries of visitor experience in design** by researching the latest trends and by implementing targeted digital solutions to improve user engagement with physical spaces.
 - **Designed “mini experiences” within larger design concepts** that guide users on a journey through the space and create memorable events that incorporate diverse, interactive, and innovative design elements.
- Creative Vision and Strategic Direction
 - Full Cycle Project Management
 - Operations and Process Improvement
 - Budgets and Resource Management
 - Retail Marketing and Brand Strategy
 - Industry Shifts and Cultural Trends
 - Brand Consistency and Relevance
 - Team Building and Management
 - Sustainable Interior Design Principles
 - Strategic Partnership Development
 - Cross-Functional Team Leadership
 - Training, Coaching, and Mentorship

CAREER EXPERIENCE

STUDIO O+A – San Francisco, CA

Design Director | 2014 – Present

Lead the quality of creative work by inspiring excellence, innovation, and brand relevance, while providing direction and constructive feedback. Determine and communicate the creative vision to the executing team that’s bringing the vision to life. Shape and optimize design strategy according to changing business priorities and industry trends. Foster organizational culture emphasizing accountability and performance excellence. Serve on leadership team to define strategic direction and optimize studio processes and operations.

- **Lead interior and brand design for two ground up buildings at the adidas** North American headquarters in Oregon, including sustainable and innovative athletic centers, events space, office space, cafés, and coffee bar.
 - *Partnered with architecture, landscape, and engineering firms to design cohesive and integrated physical spaces in alignment with the adidas vision of connecting people and communities through sport.*
- **Designed Nike branded spaces for MH3, DIS, Tiempo, and Zoom Vapor**, creating inspirational spaces that promote team collaboration and creative innovation between cross functional design teams that aligns with the Nike brand ethos.
 - *Established strong foundation for future Studio O+A business growth by overseeing creative projects to deliver innovative experiences for high-profile client on time and on budget.*
- **Created immersive design experience for NetApp Experience Center** that combines high-tech visualizations, interactive pods, and quiet contemplation zones to connect and educate visitors on the NetApp product.
 - *Integrated LED screens with architectural elements to create a visually striking performance structure in the entryway that immediately grabs visitors’ attention and sets the design tone for the rest of the space.*
- **Defined creative direction for McDonald’s Innovation Center refresh**, elevating the existing physical space into a global center for ingenuity and thought leadership within the industry.
 - *Built strong rapport with executive and marketing teams at McDonald’s to understand and communicate through design the brand’s history of pushing scientific boundaries in food production techniques.*

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CAREER EXPERIENCE

GENSLER – San Francisco, CA

Senior Designer | 2011 – 2014

Developed and executed hospitality and corporate interior design projects for commercial design studio. Collaborated across functions to conceptualize and execute innovative solutions to complex design problems. Directed activities of vendors, contractors, and architects to align design strategy and business objectives. Built and managed relationships with stakeholders, customers, and creative agencies. Experimented and pushed the boundaries of design to maximize visitor experience.

- **Optimized productivity for Facebook teams through interior design** by leading design of innovation space, implementing cutting-edge design strategies to facilitate workspace communication and teamwork.
 - *Designed consistent look and feel across 11 campus buildings, including open indoor-outdoor design that broke down silos and enabled collaboration between teams at different locations.*
- **Implemented creative standards for Eriksson innovation space in North America**, working with global teams to oversee project execution and design strategy and ultimately exceed Eriksson's business and creative expectations.
 - *Adapted Eriksson's brand and design standards to incorporate the best elements of Silicon Valley and Swedish ways of working, resulting in innovative design approach that pushed the boundaries of workplace interior design.*
- **Designed digital sales experience for Salesforce Tower**, partnering with interactive designer to oversee full cycle design project from creative concept and production through final delivery and execution.
 - *Created interior environments to support immersive videos and 3D renderings that enabled potential customers to engage with the space online, linking all senses together in a physical environment to facilitate the selling process.*

RMW ARCHITECTURE & INTERIORS – San Francisco, CA

Designer | 2004 – 2011

Developed understanding and fluency in full cycle architecture and interior design strategy. Gained strong foundation in adaptable business and design strategies to meet customer objectives for premier professional firms and communications companies. Handled multiple projects simultaneously while continuing to surpass quality and performance objectives. Maintained continuous communication with company principals on project status, achievements, and challenges.

EDUCATION

University of Nebraska – Lincoln

Bachelor of Science in Design, Interior Design

Certifications:

National Certified Interior Design Qualification (NCIDQ) | 2013

LEED Accredited Professional (LEED AP) | 2008

Affiliations:

International Interior Design Association (IIDA) | 2004 – Present

American Society of Interior Designers (ASID) | 2004 – Present

Awards:

Interior Design HiP Leader in Design - 2021

Publications:

Libby, B. "[In Portland, the adidas Village Connects Creativity, Community, and Sport](#)". Metropolis, October 2021