

DESIGN *by* **MINI** SAN FRANCISCO, CA

Who

Mini Kurhan

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As a deeply knowledgeable and passionate leader in digital marketing, branding, and user experience for e-commerce and entertainment, I'm in touch with the intangibles that make a retail experience amazing. My expertise revolves around elevating the look and feel of online brands, and connecting the dots to create a cohesive user experience. As a big-picture thinker, I'm never afraid to pour my heart into a project and share my opinion in the name of good design. I enhance what is working by noticing what is wrong, always striving to make things better. When I'm not obsessing over the details, you can find me spinning 60's reggae and hunting for vintage collectibles.

How

UCLA, School of Arts & Architecture
BA, Design

Main: Photoshop, Illustrator, Sketch

More: InDesign, Flash, Dreamweaver, HTML and CSS knowledge, Director, Premiere, After Effects

Misc: Photography, Video, Music, Silkscreen, Interior Design, Visual Display, Jewelry, DIY

Why

I have a desire to make things better. I am able to notice problems others might not see, and I passionately seek out solutions for improvement. Innovation is key—having the knowledge of what works, but pushing beyond expected solutions to come up with something even better. I put my heart into my work, and strive for reaching the bigger-picture of what can be achieved.

With years of design and retail experience, working in e-commerce is a perfect fit. I am excited to help build a brand, and take the customer's experience to the next level.

What

Creative Director, Art Director, Manager, and Principal Designer

Management, since 2011

Foundational structure and process, cross-channel cohesion and brand building, style guide creation and adaptation, big-picture and strategic systems thinking, assembling teams and encouraging collaboration, problem-solving and course-correction.

Mobile, since 2002

Responsive design, m-web sites, apps for iPhone, BREW, WAP, J2ME, and more.

Web, since 2000

Responsive UX and graphic design, interactive fashion "lookbooks", newsletter and social marketing, content integration, banners and ads, designing in the browser via css/html.

Print, since 1998

Postcards, posters, tradeshow lightboxes and signage, logos, ads, stickers, t-shirts, buttons, records and CD's, turntable slip-mats, holiday cards, wedding invitations—you name it.

"Mini is a great advocate for her team and is very thoughtful about all aspects of Creative at ModCloth—always interested in improving process as well as Creative Team output." *ModCloth*

Design Experience

April 2017 – July 2018

Design & Creative Consultant, Rothy's

I created foundational structure for the Design Team and E-commerce Photography Team to improve efficiency, workflow, and visual consistency across marketing channels and e-commerce website, streamlining cross-platform digital executions to reduce workload and create a more polished and professional customer experience. Put building blocks in place for scaling the team as the company grows. As well as hands-on marketing and UX design, and e-commerce and studio photo art direction, including executing projects with tight turnarounds.

July 2014 – Aug 2016

Principal, User Experience, @Walmartlabs/Walmart E-Commerce

Coming to @Walmartlabs via the Luvocracy acquisition, I created customer-focused omni-channel vision strategies for a millennial segment, led a small team of designers in a responsive web home page redesign and ongoing hypothesis testing, and reduced workload across teams through revised UX systems with solutions for responsive hero images at scale. I explored explicit vs. implicit personalization, as well as a complete redesign of a personalized home page and global nav experience.

Oct 2013 – July 2014

Senior Art Director, Luvocracy

For this social shopping platform which leveraged online influencers to build their audience, I determined the best ways to visually represent the company's identity in all customer communications, and created foundational elements to help the company scale. I established a new look and feel for marketing and editorial communications; implemented new processes for the marketing and creative teams; established creative direction and brand guidelines for cross-channel marketing efforts (email, in-product, social media, print, etc); developed creative programs and designed concepts that met business objectives and advanced the brand strategy. The company was acquired by Walmart E-commerce in July 2014.

May 2013 – Jan 2014

UX Designer, Dolls Kill

I was hired to redesign the entire m-web e-commerce site based upon their desktop website styles, as well as UI enhancements to make the interface more mobile friendly. After this project I was kept on to design cross-platform editorial landing pages, Instagram integration, lookbook explorations, revamp category and product pages, brands and about pages, global navigation, measurements and product detail information, quicklook, add to cart drop-downs, search and filter, and icon and font enhancements.

Dec 2012 – June 2013

Senior Art Director and UX Designer, Flit Shopping

Flit was a small start-up of 5 people that made a social shopping iPad app. Hired to do a quick visual design re-skin of the app, I was kept on to further enhance the product. I worked with the CEO, CTO and PM to translate physical shopping experiences into a digital experience, thinking through in-store customer behaviors with a focus on the social interactions inherent to human emotion and thought processes.

Nov 2012 – April 2013

Freelance Designer, Stella & Dot

I worked on website product enhancements and accompanying email newsletters for new features including social-focused Trunk Shows and Style Events, event invitation pages and portals, event theme personalization, event RSVP, and sign in and check out revisions. I worked cross-functionally between the UX and Creative teams, ensuring consistency of branding and style guide elements.

Jan 2011 – Oct 2012

Design Manager, ModCloth, Inc.

While encouraging inter-departmental collaboration, I built a team of graphic designers to help strengthen brand recognition through visual consistency and introduction of style guides. I gave direction and feedback on all design projects, art-directed Creative Team projects, worked closely with Marketing, Editorial, and Social Media teams on project briefs and overarching strategy, helped the Creative Team recognize weaknesses and developed plans for improvement.

2016

Guest, A Responsive Web Design Podcast

I was interviewed by Karen McGrane and Ethan Marcotte, sharing the story of how Walmart launched a responsive e-comm website while minimizing disruption of service.

2015

Speaker, Responsive Field Day Conference

I presented a case study of work I did at @Walmartlabs on responsive hero graphics, sharing the stage with high profile contributors in the responsive web design field, including Ethan Marcotte, Steve Souders, Jen Simmons, Jeremy Keith and many more.

2012

Panel Moderator, ModCloth Fashion Workshop

I facilitated and contributed to a discussion on working in fashion when coming from a variety of experiences and backgrounds.

2012

ModCloth Email Marketing Recognition

My team designed and co-conceptualized email marketing, for which ModCloth was recognized.

2012

ModCloth Social Media Recognition

My team spearheaded and implemented the look and feel of all social media channels, which gained ModCloth recognition as top brand page on Twitter.

2011, 2012

ModCloth Revenue and Metrics Increase

My design initiative increased projected sales revenue by \$450,000 – \$600,000 annually. My team experimented with non-traditional page real estate to call attention to site features, driving estimated 4% increase in feature usage. Other experiments resulted in reduced bounce rate and increased page depth.

2010

Design*Sponge Contributor

I contributed the first article about designing for mobile on Design*Sponge's business educational section—Biz Ladies: Creating The Perfect iPhone App For Your Biz.

2009

Zippo iPhone App, Apple Recognition

The Zippo iPhone app, which I designed, reached #2 most-downloaded free apps, had over 10mil unique customers, with mentions in over 100 stories in consumer, advertising, mobile and entertainment publications such as Entertainment Weekly, Adweek, AdAge, TechCrunch and the Wall Street Journal. And was featured in an Apple TV commercial.

Design Experience (con't)

May 2010 – Dec 2010

Interaction Designer and Graphic Designer, ModCloth, Inc.

As Interaction Designer, I created new site features and functionality from concept through visual design phases. As Graphic Designer, I conceptualized and designed story-driven lookbooks, email newsletters, home page graphics, ads, social media graphics, blog and editorial graphics, and designed internal-facing materials as needed.

2002 – 2010

Senior Designer, Skyrocket (formerly Moderati, Inc. and Faithwest, Inc.)

As an in-house designer at a digital agency, I was a pioneer in the early days of mobile. I conceptualized, designed and art-directed mobile phone and iPhone applications, animated ringtones, mobile wallpapers, printed marketing collateral, and web design.

Clients Include: glaceau/vitaminwater, Harrah's, NBC, Nickelodeon, AOL-Time Warner, Zippo, A&E Television Network, EMI/Capitol Records, Sony Music, Cosmopolitan, Virgin Mobile, Verizon Wireless, Qualcomm

2000 – present

Freelance Designer and Consultant

I've handled all aspects of design for mobile, responsive web, and print, run teams and contributed at a leadership level, and have contributed to online design publications and conferences. I use a customer-centric approach to my solutions, as well as think through creative and technical implementations for supporting multiple devices, and workflow efficiencies for creating work quickly while reducing the cost for the business.

Clients Include: Rothys, Zenefits, Luvocracy, Dolls Kill, Stella & Dot, Flit Shopping, Trendy Blendy, PJA Agency, Design*Sponge, 7x7 Magazine, Rock River Music and Starmaker Karaoke, RedHot Apps and Pressman Toys, ARC, Progressive Strategy Partners for Barbara Boxer, Adwire LLC and Looney Tunes, plus several bands and wedding clients.

Retail Experience

I worked for several small, independently run retail boutiques in trendy Los Angeles and Bay Area shopping districts starting at age 15. This gave me foundational knowledge of customer experience design—creating shopping experiences based upon the needs and responses of the customer.

My goal was always to create an atmosphere and experience which encouraged the customer to return, whether it be through directing them to the right item to purchase, creating displays and organizing merchandise to help them discover new things, or giving genuine recommendations of where else they might find items they're looking for.

With experience from sales to management, I ran the day-to-day operations, managed employees, created window and in-store displays, and turned a store from loss to profit through creative merchandising techniques which responded to the needs of customers.

1993 – 2002

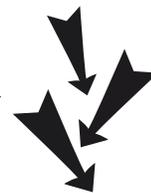
Manager and Store Associate

“Your honesty has been appreciated and definitely reminds me that you look out for the company as a whole, and more so, of how our team can succeed within it. You always identify ways in which we can improve as individuals and as designers.” *ModCloth*

2009

SouljaBoy Romplr iPhone App Recognition

The music mixer app I designed was featured in the Los Angeles Times, Wired, Tech-Crunch, Billboard and the Washington Post online.



“Mini just set the bar for UX deliverables really, really high.” *Walmart GEC*