

KATE HERRERA

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Work Experience

Experience Design Intern

(Aug 2024- Nov 2024)

Etsuki Creative • Remote

- Partnered with experience designer Nao Etsuki Lee to develop early-stage concepts for an immersive wayfinding and signage system.
- Produced detailed renderings and spatial simulations to communicate design vision and integrate client feedback.
- Contributed to the visual direction of entryway signage through mood boards, critiques, and schematic planning.

Experience Designer & Store Planning

(May 2024- April 2025)

IKEA • Saint Louis • MO

- Designed immersive in-store experiences and display narratives that aligned with IKEA's global direction while responding to local customer needs.
- Learned Revit software to support the store planning team, producing detailed floor plans, axonometric views, and spatial mockups for renovation proposals.
- Participated in renovation planning meetings with senior IKEA stakeholders, sharing spatial layouts and contributing to long-term design strategies.
- Led seasonal transformations and promotional campaigns across showroom departments, increasing customer engagement and dwell time.
- Collaborated with merchandising, logistics, and interior design teams to deliver a cohesive and functional customer journey throughout the store.

Volunteer Experience

Treasurer

(Aug 2023- May 2024)

NOMA • Saint Louis • MO

- Oversaw budgeting and financial planning for chapter initiatives supporting equity in architecture.

Member

(Aug 2023- May 2024)

AIAS • Saint Louis • MO

- Participated in workshops, panels, and mentorship opportunities for emerging architecture professionals.

Projects and Awards

Undergraduate Architecture Exhibition: "Agency"

(Aug 2023- Oct 2023)

Featured Project • Saint Louis • MO

- The studio project was selected for publication and exhibition to explore autonomy and social impact in architectural design.

Laskey Charrette Competition

(Aug 2023- May 2024)

Second Place • Saint Louis • MO

- Intensive design sprint focused on challenging personal and collective space definitions.

Education

BA

Washington University in
St. Louis

Bachelor of Arts in
Architecture

Minor in
Communication
Design

Expertise

Skills

Adobe Illustrator
Adobe InDesign
Adobe Photoshop,
Rhino 6/7 3D
Enscape Render
Figma
Revit

Languages

English
Spanish

Certificates

Rhino 6 Essential
Training (LinkedIn
Learning)