

KATE HERRERA

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Work Experience

Junior Environmental Graphic Designer

(Aug 2024- Present)

Etsuki Creative • Remote

- Developed early-stage concepts for wayfinding, privacy film, and environmental graphics across corporate offices, medical schools, and research lab environments.
- Designed storytelling-driven visual systems such as dusted film, wall murals, and branded graphic moments that enhanced navigation, identity, and the overall spatial experience.
- Created detailed renderings, spatial simulations, and clear design intent packages to communicate concepts and coordinate sightlines with architectural and interior conditions.
- Collaborated with clients, architects, interior designers, and fabricators throughout each project phase to ensure seamless integration of environmental graphics from concept to implementation.

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.

Volunteer Experience

Treasurer

(Aug 2023- May 2024)

NOMA • Saint Louis • MO

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

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
- Communication/ Graphic Design

Expertise

Skills

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

Languages

English
Spanish

Certificates

Rhino 6 Essential Training (LinkedIn Learning)