

KATE HERRERA

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🌐 <https://katesmindscapes.com>



Work Experience

Experience Design

(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

Minor in
Communication
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)

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Cover Letter

April 26, 2024

Hiring Team

Forbes Media

Dear Hiring Team,

I am excited to apply for the Design Intern position within the Product Design group at Forbes. As an emerging designer and recent graduate from Washington University in St. Louis, where I majored in Architecture and minored in Graphic Design, I bring a multidisciplinary background shaped by a deep understanding of spatial design, visual communication, and human-centered thinking.

My work focuses on experience design—projects that explore how people navigate, interact with, and move through spaces, both physical and digital. Through my background, I have developed a strong proficiency in Adobe Creative Suite, including Illustrator, Photoshop, and InDesign, to craft compelling visual designs. My experience also extends to 3D modeling and rendering, using Rhino 3D and Enscape to create immersive environments that enhance storytelling and user experience. In addition, I have a working knowledge of Figma for prototyping and UX, allowing me to translate user insights into functional and visually engaging digital interfaces.

What draws me most to Forbes is your commitment to using your platform to drive conversations that create systemic change, and your belief in the power of entrepreneurial capitalism. I am energized by the opportunity to collaborate across product, editorial, engineering, and growth teams to create best-in-class digital experiences. Naturally curious, collaborative, and proactive, I am eager to contribute big ideas while continuously learning and growing alongside your talented teams.

I would be thrilled to join Forbes this summer and bring my passion for experience-driven design to your innovative and impact-focused environment. Thank you for considering my application — I look forward to the possibility of contributing to Forbes' mission and helping shape the future of digital storytelling.

Sincerely,