



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 cover it with my opinion in the name of good design. When I'm not obsessing over the details, you can find me spinning 60's reggae and hunting for vintage collectables.

How

UCLA, School of Arts & Architecture
BA, Design

Main: Photoshop, Illustrator, Sketch

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

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.

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



“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.”

“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.”

What

Creative Director, Art Director, Manager, and Principal Designer

Management, since 2011

Brand-building, style guide creation, bigger-picture and strategic thinking, assembling a team and encouraging collaboration, problem-solving and inter-departmental process creation.

Mobile, since 2002

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

Web, since 2000

Responsive design, interactive fashion “lookbooks”, website and newsletter marketing, banners and ads, and simple flash and html/css.

Print, since 1998

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

Design Experience

July 2014–Aug 2016

Principal, User Experience, @Walmartlabs

Coming to @Walmartlabs via the Luvocracy acquisition in 2014, I've led customer-focused omni-channel vision strategies, led a small team of designers in a responsive web redesign and ongoing hypothesis testing, and reduced workload across teams through revised UX systems.

Oct 2013–July 2014

Senior Art Director, Luvocracy

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 the business objectives of the organization and that advanced our brand strategy.

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 over-arching strategy, helped the Creative team recognize weaknesses and developed plans for improvement.

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., formerly 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, web, and print, and have contributed to online design publications.

Clients include: 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

In my many years of retail experience, I worked at small owner-operated, independent boutiques. This gave me an understanding of how a business is run, and an intimate knowledge of customer interaction. 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 and responding to the needs of customers.

2000–2002

Manager, Retro City Fashions, Inc. (Telegraph Ave., Berkeley, CA)

1999–2000

Asst. Manager, Camden Lock (Melrose Ave., Los Angeles, CA)

1996–1999

Asst. Manager, Na Na Trading Co. (Melrose Ave., Los Angeles, CA)

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-com 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, ModAcademy 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

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

2012

ModCloth Social Media Design

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 was a featured writer for Design*Sponge's business educational section—Biz Ladies: Creating The Perfect iPhone App For Your Biz.

2009

Zippo iPhone App, in Apple Commercial

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

2009

SouljaBoy Romplr iPhone App

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