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New York, NY

EXPERTISE

- + Team Building & Leadership Training
- + C-Suite & Executive Collaboration
- + Licensee Management
- + Joint Venture Management
- + Client Relations
- + Partnership Development
- + Project Management
- + Store Fixture Inventory
- + Rendering Farm Development
- + Texture Library Creation
- + Fine Art Handling & Inventory
- + Fabrication & Partnership Audits
- + Manual & Document Creation
- + Architectural Design
- + Diagramming
- + Drawing
- + Communication Design
- + Exhibit Design
- + Furniture Design
- + Interior Design
- + Landscape Design
- + Retail Design
- + Store Planning
- + Floral Design

HARD TECH SKILLS

- + **Adobe Suite**
Photoshop, Illustrator, InDesign
- + **AutoDesk**
AutoCad, Revit, 3DS Max
- + **G-Suite/Google**
SketchUp, Slides, Sheets
- + **Microsoft Office**
PowerPoint, Excel

PROFILE

Kyle Diener has 9+ years of design experience including store, interior, experiential, popup, and activation design, as well as design management, creative process analysis and optimization, client/partnership development and management, and internal Operations analysis and management. His career has allowed him to produce quality work for small, individual clients as well as large, enterprise clients. Kyle excels by adhering to his personal goal to improve and optimize the physical environments, as well as establish a world-class self-image and brand for each of his clients and employers. Kyle is an effective and collaborative leader that is passionate about creating unparalleled design and environments.

PROFESSIONAL EXPERIENCE

Director, Store Design & Visual Merchandising

Rebag | New York, NY | August 2019 - March 2020 | 9 months
US retail and e-commerce luxury handbag & accessory reseller

- Designed and delivered Rebag's new store concept that was revealed at Dadeland Mall (Miami, FL). Developed innovative layout and display upgrades that led to the new concept stores' sales out pacing the legacy stores by ~10%.
- Performed audit of the current fabricator contracted to develop fixtures, and conducted a full RFP process that resulted in a new fabricator that saved ~55% on fixture construction, delivery, and installation costs. Additionally, the new fabricator was able to produce the full requested orders with a higher quality of finish.
- Created a comprehensive visual merchandising handbook that included step-by-step instructions on how to prep, display, and place handbags. This also included zoning instructions based on brand and type of bag, as well as a color theory guide to create various color stories. This handbook streamlined and standardized visual merchandising across all US stores and led to a ~75% reduction in staff resource usage on related tasks.
- Created an annual calendar that enabled visibility of all operations, sales, promotions, events, store openings, pop-ups, and more. Leadership adopted and implemented this calendar across the retail, real estate, and marketing departments. This calendar led to a ~25% decrease in redundant productivity by providing full transparency between internal teams

Manager, Store Design

Calvin Klein | New York, NY | February 2015 - August 2019 | 4 years 7 months
Iconic American staple clothing retailer with various brands around the world

- Managed the design implementation and review processes of licensing and joint venture partnership across all of Calvin Klein's Global Partners. This included the review, manual creation, CAD, lighting, fixtures and finish review, and final approval. Having full review capabilities allowed for the standardization of the process, and led to ~25% increase in efficiency.
- Worked jointly with Chief Creative Officer, Raf Simons, to update existing store concepts, as well as create, manage, and implement his CALVINKLEIN205W39NYC-branded shop-in-shops. Led, fostered, and managed the relationship between Calvin Klein teams and Sterling Ruby studios for the art of CALVINKLEIN205W39NYC. Designed, detailed, approved, and opened over 20 shop-in-shops around the world.
- Partnered with Calvin Klein's IT team to develop a Rendering Farm to decrease the time to formulate rendered images across the store design and the visual merchandising teams company wide. Setup on-site server that allowed all team members to submit images to be rendered directly on the Rendering Farm as opposed to local devices. This new Rendering Farm decreased the time to render an image by anywhere from 20 minutes to 2 1/2 hours depending on the size of the image.



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PUBLICATIONS & PROJECTS

+ [Vogue.co.uk Calvin Klein 205w39nyc Self-ridges UK opens](#)

+ [WWD.com Calvin Klein 205w39nyc Nordstrom NYC men's shop opens](#)

+ [nytimes.com Calvin Klein 205w39nyc Nordstrom NYC opens](#)

+ [hero-magazine.com Calvin Klein 205w39 DSM store opens](#)

+ [usmagazine.com Real Housewives of New York Dorinda Medley Vday event](#)

+ [fashionweekdaily.com Rebag popup](#)

+ [WWD.com rebag San Francisco opens](#)

VOLUNTEER

+ **The Senase Project**
Director of Architecture &
Environmental Design | 2018 - Present

Volunteer for a 501(C)3 US nonprofit with the mission to eradicate poverty through community development. Manage all design and environmental infrastructure projects. Collaborate with co-founders and on-site personnel to determine scope and feasibility of projects. Provide renderings, specifications, and material examples to local on-site contractors to guide their traditional techniques and use of local resources. The Senase Project has built a full primary school campus with additional community development projects in Akatim, Ghana.

+ **Habitat for Humanity** | 2012

PROFESSIONAL EXPERIENCE

Exhibit Designer

Catalyst Exhibits | Pleasant Prairie, WI | May 2012 - August 2014 | 2 years 4 months
Exhibit design studio that focuses on results-driven trade show exhibits and events

- Managed major client accounts such as St. Jude Medical, Carestream Health, and over 300 smaller brands such as Riot Games. Conducted initial business analysis to gather objectives and requirements from the client. Developed the design layouts, diagrams, renderings, and presentations for each exhibit, and confirmed compliance of each exhibit design with show-specific rules and restrictions. Successfully designed and managed projects totaling ~\$720K.
- Analyzed 100+ of Catalyst's previously designed exhibits and developed a catalog of the top 15 to 20 designs that could be repurposed at scale for any client. Having an operationalized and scalable a-la-carte catalog allowed smaller clients or clients with smaller budgets to use Catalyst as their exhibit designer. Tapping into this underserved market allowed Catalyst to increase clients and revenue.

Designer, Window Display, Seasonal Home, & Floral

Botanicals Floral | Fond du Lac, WI | 2008 - 2010 | 2 years

Floral studio offering unique floral designs, home decor, and in-home decorating

- Created unique, luxury window and store displays for Botanicals Floral storefront. Managed full creative process as well as installation of displays. Developed differentiating techniques and designs that allowed Botanicals to stand out from neighboring retailers as well as competitors in the region. Enhanced image of Botanicals drove foot traffic and increased revenue.
- Designed and created floral arrangements for weddings, prom, funerals, births, and house parties. Managed full creative process as well as delivery and installation on-site. Implemented new processes that decreased the time required for internal resources to decorate homes and fulfill wedding orders which increased the capacity for additional projects and subsequently increased overall profits.

EDUCATION

Bachelor's of Fine Arts in Interior Architecture & Design

Milwaukee Institute of Art & Design (MIAD)

Milwaukee, WI

Graduated May 2012

- **President of Student Government** | 2010 - 2011

Advised students, Student Government committee delegation, coordinated meetings and feedback

- **Redesigned & Executed Construction of MIAD Student Union** | 2010

Enhanced the environment of the space encouraging more students to visit, and increased sales by ~70% by introducing a credit card processor

- **Representative on the MIAD Board of Trustees** | 2010 - 2011

Represented student body, and informed MIAD Board on how students felt about administrative concerns

- **Representative on Academic Affairs Committee** | 2010 - 2011

Academic planning for the future goals of MIAD