

KRISTAL SOOJEONG



PROFILE

I am a multi-disciplinary designer focused on the intersection of craftsmanship and commercial operations. Blending a background in Interior Architecture at HBA with a specialized technical expertise in craftsmanship from Arthur Zaaro, I bring a unique, material-driven approach to luxury retail design. My experience across design research, business consulting, and site handover allows me to execute projects with both an artisanal eye and a strategic mindset. I am dedicated to crafting sophisticated, sensory-led environments and storytelling for global heritage brands.

SKILLS

Design & Visualization: SketchUp, Enscape, Photoshop, AutoCAD, Procreate

Operations: Google Workspace, Project Management, Brand Strategy

EXPERIENCES

HBA (Hirsch Bedner Associates) (2025 May-August)

Collaborated on high-end residential workflows, ensuring designs met global luxury standards.

Curated FF&E (Furniture, Fixtures, & Equipment) selections that aligned with brand identities.

Produced 3D renderings and presentation / material boards to communicate design narratives.

Elique Design (2025)

Oversaw the full project cycle for residential design, from sales to initial client consultation, design / quotations, site constructions.

Arthur Zaaro Design (2026)

Specialized in the high-end bespoke furniture and products with the focus on technical application of sustainable wood materials.

Managed the bridge between raw material sourcing and refined interior finishing, ensuring artisanal quality in every piece.

Business Interpreter & advisor (2024-Current)

Facilitated international business negotiations and contracts, ensuring clear communication regarding product specs and trade terms.

Provided strategic insights on market positioning and brand narrative for trading events.

Architecture Proposal **Columbia University** (2021 Remote Research)

-Developed design research and proposal under Prof. Stefan Al, focusing on waterfront design titled '*Endless connection that reimagined public-private interaction spaces*'

Program Director & Consultant **Chelsea Educational Institutions** (2022-2023)

Managed program workflows and conducted classes with personalized consultations.

Developed curriculum and visual communication tools to simplify complex information.

EDUCATION

Lasalle College of the Arts (2023-2026)

-Diploma in Interior design with electives: Creative Business, Teaching Arts & Design

Gyeonggi International School (2019-2022)

-Graduated with 3.9 GPA