

# Kim Rogers

SENIOR LEADER IN RETAIL STORE DESIGN

## CONTACT



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For a sampling of my work please visit:  
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## EDUCATION

NORTHEASTERN UNIV.  
Masters of Architecture

NORTHEASTERN UNIV.  
B.S. in Architecture

LEED AP  
GBC1# 0010166935

## VOLUNTEER

GUEST SPEAKER  
Northeastern University

GUEST SPEAKER  
Mt. Ida College

DESIGNER  
IIDA Fashion Show

DESIGNER  
Build Boston

CO - CHAIR  
Women in Design

## ABOUT ME

I help brands bring their identity to life through store design. With 20 years of experience leading retail, commercial and institutional projects I know how to create space that connects with customers and strengthens the brand.

Trained as an architect, I combine creative design with practical project management to deliver environments that are both inspiring and easy to roll out. My focus is on building strong partnerships and making sure every project drives brand success with a strong ROI.

## PROFESSIONAL EXPERIENCE

### STARBUCKS 2024 – PRES

Design Manager, Lead for Central Coast & Inland Valley California

- Leads store design execution across a portfolio of 50+ stores annually as the main point of contact for design in central coast & inland valley region
- Personally designs 25 stores annually through revit, sketchup & enescape while directing design of additional stores through external partners
- Ensures brand consistency, market relevance, and operational efficiency for all stores within the region
- Manages design strategy, store design process, timelines, and budget
- Leads cross functional design collaboration with development, construction & external vendors
- Coaches team members with AOR and code challenges
- Directed the implementation of new permitting standards and stage gate for CA region
- Identified and resolved regional nuances design challenges resulting in faster design delivery

### WAYFAIR, 2022 – 2024

Senior Manager, Head of Specialty Retail Store Design

- Led store design for Joss & Main, AllModern & Birch Lane, delivering 8 stores and 26 designs over two years
- Directed multi level teams in developing store concepts, prototypes, and brand aligned creative assets
- Created scalable rollout strategies, ensuring financial & operational alignment with changing business goals
- Conducted financial performance reviews, optimizing store design for cost efficiency and revenue impact
- Managed and was design stakeholder for CAPAX forecasting, design budget and real estate pipeline planning
- Led cross functional collaboration with brand teams, operations, construction and external vendors
- Oversaw landlord approvals, RFPs, and design – focused contract reviews to streamline execution

### NEW BALANCE, 2014 – 2022

Senior Retail Designer, Global Retail Design

- Designed global brand environments that align to company initiatives & goals within a dual continent team
- U.S. & Canadian global design leader ensuring regional compliance to global design packages

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# Kim Rogers

## SENIOR LEADER IN RETAIL STORE DESIGN

### SKILLS

Project Team Management  
Team Leadership  
Negotiation  
Fixture Design  
Store Concepting  
Branding  
Space Planning  
Design Management  
Design Strategy  
Design Analytics

### TECH SKILLS

Adobe Creative Suites  
Sketchup  
Enscape  
Revit  
Autocad  
Bluebeam  
Miro  
Google Workspace  
Microsoft 365

### PROFESSIONAL EXPERIENCE (CONT.)

- Developed tiered strategies for regional markets to adopt for store renovations, optimizing design solutions for diverse contexts.
- Achieved positive sales growth within the first year of implementing all adopted design concepts.
- Cultivated and maintained strong cross-functional partnerships with retail operations, store planning, and global consultants including architects, fixture, graphic and signage vendors which facilitated seamless project execution
- Leveraged expertise as an architecture subject matter expert to conduct thorough code reviews and ensure compliance with regulatory standards.
- Managed the design functions of global Request for Proposal (RFP) processes, overseeing the selection of vendors and consultants for design projects.

#### BERGMEYER ASSOCIATES, 2012 – 2014

##### Project Manager

- Simultaneously led up to 10 retail projects for diverse clientele, including SF 49ers, Cabela's, Staples, and TD Bank
- Oversaw external consultants and coordinated a team of 10 internal staff members
- Directed the design process for conceptual decks & managed drawings and specifications for prototype designs, spanning from ground-up construction to inline locations
- Demonstrated proficiency in navigating city and state permitting processes

#### THE ARCHITECTURAL TEAM, 2012

##### Project Manager

- Developed design packages for three affordable housing projects, ensuring adherence to project timelines and budget constraints
- Provided expertise in REVIT standards and rendering strategies, imparting knowledge to team members to enhance project efficiency

#### CBT ARCHITECTS, 2005-2011

##### Designer

- Managed and supported projects from schematic design to construction administration phases, utilizing Revit and CAD software
- Collaborated with consultants to integrate diverse disciplines into design solutions.
- Facilitated public hearing processes to ensure project compliance and community engagement
- Spearheaded CAD standards training for team members, fostering a culture of continuous improvement
- Played pivotal roles in notable projects including Charlesview Redevelopment, Middlesex School, Winsor School, Blackstone & Equity Office Lobby Renovations, NMH's Performing Arts Center, Middlebury College's Starr Axxin Center, The Pike School, & Harvard Public Library